



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVIII. NEW YORK, JANUARY 20, 1897.

No. 3.

BOOKS OPEN  
TO EVERYBODY.

Last week we gave

**"OUR FIGURES"**  
**60,000,000 copies in 1896.**

They meant that the

***Philadelphia Record***

Printed an average of 170,402 copies of its Daily, and  
124,234 copies of its Sunday edition.

**Now as to Results** OF ADVERTISING  
IN ITS COLUMNS.

Our Advertisers will give you \* \* \*  
"THEIR FIGURES." Ask 'em!

Every reply will be a compliment to the RECORD.  
Then of course you'll want our rates. Just address

**THE RECORD PUBLISHING COMPANY,**

**PHILADELPHIA,**



## **Country People Enjoy Life As well as Cityites.**

They have ready money to procure desired comforts as well as necessities.

They buy, and for cash only.

The columns of the local weekly are carefully searched for information.

Advertisements found therein command their attention, and open their pocket-books. The local paper holds the key, and there is but one key.

1,000 local papers compose the Atlantic Coast Lists.

86 per cent are either only papers in the towns or are published at county seats.

12 per cent are only papers published in their respective towns.

Catalogue and estimates for the asking.

**ATLANTIC COAST LISTS,**  
**134 LEONARD STREET,** **NEW YORK.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1883.

Vol. XVIII.

NEW YORK, JANUARY 20, 1897.

No. 3.

## ABOUT FAIR ADVERTISING.

By L. J. Vance.

There are wide differences of opinion as to whether or not advertising at local and State fairs is profitable. The question cannot be answered by a simple yes or no. Thus, many advertisers say that it does not pay. And yet they exhibit year after year. Why? Some give one reason, and some another.

It should be remembered that the exhibits at local fairs take a very wide range, running from cattle and live stock to wagons, machines and household articles. It would be surprising if fairs proved to be of equal advertising value to all classes of exhibitors. Some get better returns for their labor and outlay than others. It depends largely on the kind of business, as well as the advertising methods, whether or not the exhibit pays.

This season I have been on business at no less than six fairs—the New York State Fair at Syracuse; the Waverly Fair at Newark, N. J.; the Mt. Holly Fair at Mt. Holly, N. J.; the Inter-State Fair at Trenton, N. J.; the Westchester County Fair and the American Institute Fair at Madison Square Garden, New York. I have talked advertising with many of the exhibitors, and some of their conclusions may be of interest to the reader.

Many exhibitors find the amount of premiums offered a sufficient inducement to make a good display. This applies especially to the exhibits of cattle and live stock, fruits, nursery stock and a few other things. Sometimes a successful exhibitor will manage to scoop several hundred dollars in premiums. This will more than pay him for his trouble and expenditure.

There is also an additional advantage to be gained from premiums. Those who win prizes use them for advertising purposes. Thus, the owner of fine cattle or a stock farm advertises his prize winners, and a bull or a cow that

has carried off the first premium at many fairs rises in value. There is no doubt that the exhibitor gets results in such cases. Mr. Frank D. Ward, of Batavia, N. Y., a successful and extensive exhibitor of sheep at the local fairs, recently told me that his returns, both direct and indirect, were very satisfactory. He said that his stock always interested a large number of farmers and stock breeders, many of whom would become purchasers when they wanted fine sheep.

So, too, with the growers of fine fruits and trees at fairs. Many of them undoubtedly reap some reward from their displays. After a while a grower or a nurseryman, who wins prizes year after year at fairs, becomes more or less known for the excellence of his exhibits. All this is of positive benefit to him in his advertising, for people are apt to buy of a man whose products have won so many awards.

But it is when we come to some of the other exhibitors that we find differences of opinion as to the advertising value of fairs. Take wagons and carriages, which are always "in evidence." In conversation, Mr. Henry P. Jones, a prominent manufacturer, said to me: "We have been making a pretty good exhibit at the fair for many years. Has it paid? No; I don't think it has paid us directly, but perhaps indirectly. Our exhibit year after year attracts some attention of course to our line of goods, and it shows people that we are still in the wagon and carriage business at the same old stand. I suppose it is the same with the other manufacturers, who are constant exhibitors at the fair."

Among the prominent exhibits at local fairs are farm implements and different kinds of machines. In some cases the cost of display is nominal; in other cases considerable expenditure of money is required to do it well. The manager of a mower and reaper concern said to me: "We have ex-

pended several thousand dollars on fairs, but the day has passed for any elaborate exhibit. Some years ago, when new improvements were introduced, it paid to give an exhibit of our machines. But it doesn't pay now, as most of the business is done by our local agents and salesmen."

The general opinion seems to be that an exhibit of some useful or striking "novelty" at a fair brings the most direct results. If an exhibitor can show something new or novel, he is apt to gain more than passing attention from visitors, and then if he can get a crowd about his exhibit he may make a number of sales. The booth should be dressed attractively, and there should be a young man or woman, who can talk well and answer all inquiries.

The majority of people visit a local fair to be amused and interested, not to buy anything. Hence, the advertising value of any novelty. The ordinary articles do not attract any great attention, as they can be bought any day in any of the stores. One exhibitor who has been at the American Institute Fair for several years said in reply to my question: "Yes; we seek to introduce something new each year. Otherwise it would not pay us to exhibit here. The fair is a good place to introduce our new line of goods. Then follows the usual newspaper advertising." This, it seems to me, put the matter in the right light—the local fair serves as an introduction to advertising in a larger field.

As to the supplementary forms of advertising at fairs, these include fair programmes, cards, circulars, booklets, posters and the like. Sometimes a souvenir of some value is saved and carried home, but most of this printed material is wasted.

#### BE SLOW TO CONTRADICT.

When a possible customer finds fault with the goods you are showing him, don't spring too vigorously to their defense. Show him something else, or, if you have nothing else that will suit him better, talk about the style, the texture and other qualities that haven't occurred to him. But don't dispute with him. Don't try to convince him that he doesn't know what he's talking about. Very probably he doesn't—few people do—but it jars a man awfully to be told so.—

*Keystone.*

#### AS TO PROGRAMMES.

There are still to be found people who insist that advertising in theater programmes is worth more than it costs. The programme publisher takes this ground naturally, and so do a few others. What are the facts?

You get a programme as you enter the theater, where you do not arrive until a few minutes before the curtain goes up. That the pictures on the stage may be effective, the auditorium is darkened during the act. Thus, even if the play is too dull to hold your attention, you cannot read while the curtain is up. But between the acts the house is lighted. Exactly: and the people are talking. The theater habit is social. Playgoers are generally in two, threes and even in greater numbers. Rarely do you find one who "flocks by himself."

Glance over the house between the acts and count the people who are reading their programmes. The task will not be severe. Notice, too, that even the men who come alone do not stay in their seats. They go out to meet a faithful friend in the lobby, and he presents each of them with a clove.

When the show is over the audience departs at once without, as far as one can tell, bestowing a thought on the programme advertisements. Hundreds of programmes lie in the aisles or under the seats. Now, will the advocate of programme advertising please tell us when and where the advertisers get a chance to impress the public mind and to loosen the public purse-strings? —*National Advertiser.*

#### ILLUSTRATED EXPRESSION.



"GOING THE ROUNDS OF THE PRESS."

## ADVERTISING "OLD CROW" WHISKY.

AN INTERVIEW WITH MR. H. B. KIRK,  
NEW YORK, WHO HAS MADE ONE  
BRAND WELL KNOWN.

There are a number of brands of wines and whiskies that have become widely known through persistent advertising in the newspapers. One of the familiar names, for example, is the "Old Crow" rye, advertised by H. B. Kirk & Co., of New York City. The firm has been in business since 1853, and, although many kinds of liquors and wines are handled, its name is more or less identified with one or two brands.

Last week when I called at the office on Fulton street, I saw Mr. H. B. Kirk, head of the firm. In reply to my suggestion to tell me about his advertising, he said: "I have been advertising a great many years, but I don't think I know any more about it than when I started."

"Still you must believe that your advertising pays, or else you would not keep at it so persistently," I replied.

"Why, yes; I believe in hammering away until either you or the other people get tired."

"Then you think there is nothing like being persistent?"

"That is my idea of advertising. It is only by keeping at it that you are likely to get results. Take our brand of 'Old Crow,' for example. We have always made that the most prominent thing in our advertisements. After a while it became favorably known to lovers of good whisky, and now the name 'Old Crow' is a valuable trade-mark. As the result of all my advertising, I find it takes a good while to make any name or any article known to a large number of people."

"What, in a general way, has been the result of your hammering away?"

"On the whole," said Mr. Kirk, with a smile, "I think we've done very well. We have built up a big business, with two branch places in the city.

"Do I attribute this to advertising? I can't say that I do. No doubt advertising has brought us some trade, but how much I cannot say. I have given up trying to trace the returns from advertising. I know this, however, that when I have stopped advertising for a time, the business usually feels it. And so I have kept on ad-

vertising for the business it will bring."

"What has been the other important factor?"

"The quality of our goods. I do not think that we could have built up a big trade, if our wines and whiskies had not been of the best. We advertise our 'Old Crow' to be as good as the best, and our customers decide whether or not we are right. No doubt advertising may 'boom' a poor wine or a poor whisky, but only for a short time. Indeed many wines and liquors have been exploited by advertising, but

## THE WASHINGTON OF WHISKIES.

Like the father of  
his country, our  
"Old Crow Rye"

Is Honest,  
Truthful,  
and always  
Reliable.  
See that the word

### RYE

is on the label and  
case, and our firm  
name on case, cork,  
capsule, and label.  
None other can be  
genuine, as every  
barrel of RYE Whis-  
key made at the  
OLD CROW distillery for the past  
23 years has been delivered to us.



### H. B. Kirk & Co

sole Bottlers of "Old Crow Rye."  
NEW YORK, ESTABLISHED 1853.

sooner or later they disappeared from public notice. In our business you must have quality back of your advertising. Unless your goods can stand the test, better not spend money in advertising them."

"What about the mediums to be used?"

"I think it is best to use only a small number of mediums. I do not think it pays to go into a great number of papers."

"What mediums do you consider the best for your business?"

"The daily New York papers. The

reason is, we seek to reach the people in and around this city—that is a large enough field. Of course we receive many orders from other places, but I suppose they come through the New York papers.

"As to the other mediums, we have an ad in only one of the trade papers, and we do not use the magazines or weeklies. We have patronized various amusement programmes, which may or may not have paid us. We have done some outdoor advertising—had space on the Elevated stations. We have not yet tried street car advertising.

"Among other kinds of advertising, I think our pamphlets and circulars bring good returns. They are sent out with every order, and also to thousands of names on our list.

"As to the preparation of our advertisements, I take a hand in that. I have my own ideas as to what constitutes a good advertisement. For one thing, I like a catchy head-line. We have been using popular phrases or popular sayings in all our ads which have run during the past year. From what I hear and know our head-lines have attracted attention.

"Another thing in our business is the label. One feature of wine and whisky advertising should be to make your special label familiar to the eye, so that when people see it they at once know it is your brand and your goods, and not any other. This idea we emphasize in almost all of our advertisements. We say to the reader: The genuine 'Old Crow' rye has the word 'Rye' in large red letters on the label, and the firm name on case, cork, capsule and label. As you know, many articles that have been extensively advertised are imitated when they become popular. It is so with wines and whiskies, the same as with well-known patent medicines and other things."

In conclusion, Mr. Kirk remarked that there were a great many things to be said about wines and whiskies of interest to people who use them and are good judges. He thought the best way was to say one thing at a time, and to build up a local reputation and a name by advertising continuously in the daily papers. LOUIS JAMES.

#### HUMOR NOT IMBECILITY.

"A little nonsense now and then is relished by the wisest men" is true to-day as ever; but it must aspire to the dignity of "nonsense"—not carry on its face the stamp of imbecility, as do most humorous ads.—*Shoe and Leather Reporter.*

#### "THROUGH THE MEDICAL PROFESSION."

A ring at the door. A gentle flutter about the heart of the doctor at his desk. His sign has not been in the corner of the front window so long but that the advent of a possible patient brings before his mind's eye all kinds of difficult operations, complications, emergencies requiring prompt and well-directed effort, and causes many forebodings to pass in rapid succession through his brain, while the tingle of the bell is dying away.

"Good morning, sir. Walk in." "A prosperous-looking stranger," the doctor says to himself, "he is surely good for a full fee and it will be spot cash." "My call is not strictly professional," begins the well-dressed caller, and the doctor feels something sink beneath his seventh intercostal on the left side; but still he smiles and invites the stranger to a seat. "We are introducing through the medical faculty exclusively," begins the wily but well-nourished peripatetic, producing at the same time some "literature" from an inner pocket.

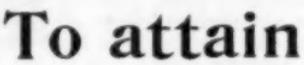
The well-intending physician becomes interested, gives the sample bottle to a poor patient, prescribes the preparation, and in a couple of years sees the remedy which he has helped to introduce "through the profession," advertised in public prints and on private walls and fences. The physician gives the start—touches the button, so to speak—and the manufacturer does the rest without the doctor's aid, but often to his detriment.—*American Medico-Surgical Bulletin.*

#### ILLUSTRATED EXPRESSION.



"REACHING THE CONSUMER."

Confidence  
is great;  
Prosperity  
is greater.



To attain  
Prosperity  
use

THE SUN



## THE AGE OF THE POSTER.

The illustrated poster of disputatious coloring, crazy design and fantastic character, advertising everywhere, on thousands of papers that other thousands of papers will cover the next day, an oil, a soup, a petroleum, a shoe blacking, or a new chocolate—what can be more violently modern? What more impudent thing has arisen in our day?

The present style of poster has been compared with ingenuity, but with more erudition than accuracy, to certain ancient usages. M. Charles Saunier in a vivid essay recalls that the Greeks and the Romans and even the Assyrians and Egyptians made use of the publicity of the street. He also mentions the historic placards announcing in the seventeenth century the propositions that were to be sustained in the Sorbonne, and refers us to the "Malade Imaginaire," in which Toinette decorates her room with the thesis of Thomas Diafoirus. And only a half century ago, as we know, celebrated artists drew beautiful frontispieces for the publications of their day. But, in real truth, have these vignettes any important relation with the illustrated poster? Can they be truly given as its predecessors? Were these not simple, excellent designs, regular and legitimate, and not the fantastic, disjointed, perverse bedaubed, uniquely new and diabolically modern thing that the poster is?

The creator of the poster is Chéret, and never has a creator been more completely such than he. He has not renewed or perfected a species, he has invented one. The poster such as delights or scandalizes our streets at present did not exist before him, and nothing foretold it. It sprang like lightning from his brush. It burst forth like a magic vegetation.

In America still more than in England the loud and enticing poster abounds and is multitudinous, but there, too, as elsewhere, it inspires artists. Let us especially mention Bradley, of whom the *Salon of One Hundred* revealed to us last year seven pretty compositions executed for a little bi-monthly review of Chicago called the *Chap Book*; Will Carqueville, connected with Lippincott's of Philadelphia; finally, Penfield, Woodbury, Head and George Wharton Edwards.

The striking thing in the posters of

all countries is the trueness with which they mark boundaries and express differences of mind, social condition and climate. Between the English poster and the French poster, in spite of all the analogies and all the exchanging of processes which bring them together, we feel the two races. The French poster, light and subtle, has delicacies, suggestions, veiled reflections; that of Chéret, notably, is all suppleness, shivers, transparency, folds and coils. His women are phantoms, but palpitating phantoms. One would feel that they were alive by touching them. Their silk rustles between your fingers. The women of Dudley Hardy and of Greifenhagen, although derived from those of Chéret, especially reproduce the short and stout English woman—cold, ironical, at once frantic and stiff; when they move they must crack like wooden dolls. Nor is there any relation between the English poster and the American poster, or between the Belgian and the Swiss, or between the solferinos of Italy and the orange omelets of Spain. All these illustrated advertisements are as different, as foreign in tone, in movement and in spirit as the physiognomies, the language, the society, the habits, the architecture and the atmosphere of Brussels are different from those of Constantinople.—Translated from the French of M. Talmeyer.

## WELL STATED.

The advertisement writer is but a counterpart of the physician. He does his best. He brings his special education, long practice and conscientious desire to his labor—to more often succeed than to fail.—*N. C. Fowler, Jr.*

## ILLUSTRATED EXPRESSION,



"IMPORTED NOVELTIES."

# HISTORY OF THE OREGONIAN



OREGONIAN BUILDING IN 1853.



OREGONIAN BUILDING IN 1890.

The  
History of

The  
Growth of

# THE OREGONIAN

Is the history of the growth of the  
field it covers.

## ITS FIELD

	Population
PORLAND (OFFICIAL)	81,342
PORLAND'S SUBURBS	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA	90,000
BRITISH COLUMBIA	100,000
TOTAL	1,039,142

E. G. JONES,  
IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,  
Sole Eastern Agents,  
Tribune Building,  
New York.

The Rookery,  
Chicago.

## HOW TO FIGHT THE DEPARTMENT STORE.

We are convinced that the big bon-marche-bazar-department store is already a fixed institution, which cannot be ousted by any trade opposition. Why? Simply because the people want it. And what the people as a whole want the people are bound to have. Why do people want department stores? Ah, that is the very first thing their opponents should inquire into before they begin to attack them. It is evident that there is something about these stores that people like or they would not continue their patronage. Our advice, therefore, would be to find out what that something is, and then to adapt the old store to the new requirements—to steal some of their thunder and then fight the devil with fire, as it were.

Why do people patronize these big overgrown institutions? First, because they can buy the same goods cheaper than elsewhere. That means either that these concerns buy cheaper, are contented with less profit, or it is because they buy and sell for cash only. Now, the department store has no patent on that way of doing business. Any one can adopt it who wants to. Then, second, it is said there is a greater variety to choose from, but that is not always so. Stores devoted to one line of goods often have a much larger stock and greater variety than any department store can carry, and if reference is made to the variety contained in a number of departments grouped together, regular storekeepers could easily meet this objection by a number of firms in different lines of business taking adjoining stores in the same block, and then connecting them during business hours by doors opening into each. A customer could then walk through from one store to another and make purchases without leaving—just as they do now in department stores—a co-operative delivery system being made to do service for all. The third, and, we believe, the principal reason why people patronize department stores is because they can enter, view the goods, make purchases, and leave without restraint. Goods are all displayed where they can be readily inspected. Usually prices are attached. If not the attendant tells the price. If one makes a mistake in buying, for example, buys

an article and then afterwards sees something which suits him better, he simply pays for both and then goes to the exchange department and gets his money back on his first purchase, no questions being asked or suggestions made. Everybody is treated with the same admirable indifference; the poor woman who buys a five-cent doll for her child, and the man who buys a wagon load of housefurnishings, both get exactly the same treatment.

If competitors want to retain their own customers and prevent them from going to these places to make purchases, rather than get up meetings for the purpose of getting laws passed to restrict their trade or boycotting manufacturers who sells them goods, the better and wiser way in our opinion is to "take a leaf out of their book"—to adopt their methods.—*Chicago Commercial Journal.*

IN mail-order advertising, the means of communication should be made as easy as possible for the customer. Directions for sending money should be explicit and complete. The price of an article should be fixed at a sum which can easily be sent by mail. For instance, more people will inclose a dollar bill in an envelope sooner than they would sixty-seven cents, since postal notes have always been looked upon with disfavor in the country. Where stamps are taken the advertiser has a distinct advantage, which probably results in an increase of orders.



# Progress of the New York Times.

## CREDIT TO AMERICAN JOURNALISM.

*From the Mobile Daily Register.*

THE NEW YORK TIMES has always been a credit to American journalism, and a good newspaper in every respect. Its new management, however, is going a step further and demonstrating that a big paper can be printed which will be

## WHY HE LIKES THE TIMES.

I have always liked to read THE TIMES, and like to read it now better than ever. It is the strongest and most satisfactory. You feel when you have finished it that you have had your money's worth seeing. What has been omitted you are sure has been omitted to your comfort and to the benefit of your family, if you have one, and not to the detriment of any reader. This world of ours has its sad sides and its bad sides, and some of that has to be given, but it is not worth while to give all the bad or the sad, so as to leave the impression that there is nothing else, and often a good deal

## BEST REPRESENTATIVE

I have watched the improvement of THE TIMES during the last few months with considerable interest, and I think it is one of the best representatives of clean, honest, capable journalism in the United States. Its news columns are well edited and arranged, and the editorial page is always able and conservative, without being "complexionless." The same description applies to the literary features, and these derive additional value from their prompt appearance. In text

## CONSPICUOUS BY COMPARISON.

I cannot refrain from giving some expression to the genuine feeling of admiration prompted by daily reading of THE NEW YORK TIMES. An acquaintance with the several villainous publications put forth under the name of "newspapers" makes such journals as THE TIMES so much more conspicuous by comparison. It is sincerely to be hoped that the very worthy efforts of the publishers of THE TIMES may be richly rewarded. The time has come when a strong sentiment must

## ADMIRABLE IN

I have taken THE TIMES for the past two months and am glad to express my high appreciation of it. It is a clean, wholesome, kindly paper, well edited in every department, and is bound to be appreciated by the many thousands who have been ashamed to place some of our great dailies in the hands of their children. I find the summary of news on the first page of great convenience, while your Saturday and Sunday Sup-

## AN IDEAL NEWSPAPER.

Recent improvements in THE TIMES—journalistic as well as commercial—have been most pronounced and must encourage and gratify all who advocate a newspaper free from sensationalism, malice, and impurities. I cheerfully renewing my subscription at this time, I offer congratulations. THE TIMES has reached again the high plane and standard that mark

## A GRAND SUCCESS.

*From a Newspaper Proprietor of Sherborne, England.*

Your Magazine Supplement is one of the finest pieces of printing art work I ever saw. \* THE NEW YORK TIMES Supplement is equal to the finest work of its class here—black and white

## A MAGNIFICENT PAPER.

It is a very great pleasure for me to say that I read THE TIMES daily while in the city, and out of the city. I find it always interesting. It would seem to me that when the reading public be-

## PLEASED WITH ITS TONE.

I read THE TIMES with great pleasure, and am much pleased with its tone. I am particularly interested in the Saturday Supplement containing the review of new books. I am much grati-

## PLEASING ILLUSTRATIONS.

Your new Sunday Magazine Supplement excels in entertaining reading and in pleasing illustra-

## RAPID GROWTH.

day Edition 60 per cent for the same period.

Trusting that the same rapid growth will be maintained in the future, I remain,

Yours truly, JOSEPH SCHENKEL.

The New York Times: GENTLEMEN—I find that my sales of the Daily Edition of THE NEW YORK TIMES have increased 50 per cent in the past ten weeks, and of the Sun-

Mr. Schenkel serves many of the largest news-dealers in New York and Brooklyn.

JOS. SCHENKEL,  
Wholesale Newsdealer, 90 Park Row, N. Y.  
Dec. 21, 1886.

ROSWELL P. FLOWER.

day Edition 60 per cent for the same period.

Trusting that the same rapid growth will be maintained in the future, I remain,

Yours truly, JOSEPH SCHENKEL.

Mr. Schenkel serves many of the largest news-dealers in New York and Brooklyn.

# Do You Wish To Speak \_\_\_\_\_

To the intelligent and well-to-do farmers of this country? Then place your advertisement in **ONE** or all **THREE EDITIONS** of the **AMERICAN AGRICULTURIST** Weekly. It goes everywhere — from Maine to California—and is read by a class of people calculated to gladden the hearts of advertisers. If you are after the trade of the farmer, you can't afford to stay out of these mediums.

**AMERICAN WEEKLY  
AGRICULTURIST**  
NEW YORK.

Circulation, **72,000**

Covering the Middle and  
Southern States.

  
**THE NEW ENGLAND HOMESTEAD**  
EASTERN EDITION,  
SPRINGFIELD, MASS.

Circulation, **36,000**

Covering the New  
England States.

  
**FARMER**  
WESTERN EDITION,  
CHICAGO.

Circulation, **57,000**

Covering the Western and  
Central States.

**REMEMBER**, this weekly can be used to cover the whole country, or the editions separately to cover certain sections.

The Total Circulation Is

**165,000 WEEK.**

## Orange Judd Company,

NEW YORK,  
52 Lafayette Place.

CHICAGO,  
Marquette Bldg.

SPRINGFIELD, MASS.,  
27 Worthington St.

# Advertising

IN THE

## Philadelphia Press

During 1896 "The Press" printed 14,234½ columns of paid advertisements.

This is 802½ columns more than "The Press" printed in 1895 and is 802½ columns more than "The Press" ever printed before in any one year.

The Daily "Press" printed a greater number of columns of paid advertisements in 1896 than ever before in its history, as did also "The Sunday Press."

"The Press" is one of the *best paying* mediums in the country.

"A rolling stone has no turn.  
Birds of a feather are worth two  
in the bush.  
Every dog has its silver lining."

The words in the above proverbs are not exactly according to Hoyle, but they'll serve to attract your attention to

# Boyce's . . . Big Weeklies

We have no mottoes or high sounding phrases, but our rule of allowing any Advertiser to **cancel his contract** at any time at **pro rata rate** is evidence of our faith in the

**BLADE,**  
**LEDGER,**  
and **WORLD**, **500,000**

As Pullers. Copies Weekly.

\$1.60 per agate line  
per issue.

W. D. Boyce Co.

115 Fifth Ave., Chicago.

## CIRCULAR DISTRIBUTION.

*Up-to-Date* is the name of a monthly journal for reliable circular distributors, issued at Cleveland, Ohio, and in its issue for December is a whole lot of information about advertising by circular. The following are given as samples:

We are in receipt of a sworn affidavit from Indianapolis, Ind., stating that the matter distributed there for the True Remedy Co., of Buffalo, N. Y., was thrown over the fences into the yards, instead of being placed right up to the door, as they should be. This was not only done on one street, but on a number of streets in different parts of the city.

The distributing was done by Mr. J. D. Zimmer, an indorsed member of ours, whom we are sorry to state has betrayed the confidence placed in him, therefore forfeiting all rights as an indorsed member of our company. In consequence, we would state to all advertisers that we have appointed the Vansycle Advertising Co., of Indianapolis, Ind., as our sole representatives in their city. They have supplied us with the best of proofs as to their honesty and ability, and we believe advertisers will get strictly honest service from them.

Out-of-town firms have patronized Cleveland fairly well this month, especially in distributing, but we are sorry to say that we have witnessed poorer distributing than for any other month this season. The rumor that some unprincipled party had circulated among some of the general advertisers, to the effect that we distributed the matter of two or more firms at the same time, has lost for us several large contracts, therefore we did not get our share of the December business. However, we still live and continue to do business, and will yet control all distributing done in our city, if honest service and up-to-date distributing at fair prices cut any figure with advertisers.

We distributed 40,000 envelopes containing a sample of Cascarets for the Sterling Remedy Co. We called on our leading down-town druggists and got reports before commencing the distribution, and then got second reports two weeks after the distribution had been completed, and second reports showed that sales on Cascarets had more than doubled. This is saying nothing of what business was done by the 160 druggists throughout our city. We know how to reach the consumer; that is why our distributing sells goods.

We also distributed 45,000 pamphlets for the Lydia E. Pinkham Medicine Co., of Lynn, Mass. This is the second order from them this year.

Messrs. Radway & Co. inform us that they will give us a complete city distribution of their almanacs at an early date. There have been over 400,000 almanacs distributed by various firms throughout our city, but we warrant that the 60,000 we will distribute for Radway & Co. will go inside more houses than all the others combined. We noticed the distribution of all the others. That is why we can tell.

We have tacked up 1,000 card signs for the Dunbar's System Tonic Co., of our city.

We also expect an early shipment of matter from the Corona Chemical Co., of St. Louis, Mo., and Woolrich & Co., of New York.

Bloch Bros., of Wheeling, W. Va., have

three advertising wagons here, giving out samples of Mail Pouch Tobacco, tacking signs and doing general advertising.

Browning, King & Co., clothiers, are doing wall advertising and some very elegant distributing. We noticed that they gave away an elegant box containing the correct size and style of collar, also a neat little booklet.

Spence Bros., Cincinnati, are pushing Ambrosia Tobacco by sign tacking and other advertising.

Armour's Soap Works, Chicago, Ill., are sampling our city with soap.

H-O Co. are still pushing their product, sign tacking, distributing, etc., etc.

Foster, Milburn Co., Buffalo, circularized our city with booklets advertising Doan's Kidney Pills and other remedies. Their distributing was well done.

Dr. Pierce, of Buffalo, N. Y., put out little booklets entitled "Getting Rich." The distributing was exceptionally poor. The booklets were merely thrown into yards, two, three and more in a place, and in some sections they were simply wasted. Results tell.

The Ladies' Birthday Almanacs, issued by the Chattanooga Medical Co., Chattanooga, Tenn., were even more poorly distributed by small boys, who simply threw them into yards by bundles, and in many cases they were merely thrown on the sidewalks. Results tell.

The New York Fireside Companion sample copies were handed out on the streets and were rolled in a lump and thrown into the yards, very few reaching the stoops. Results tell.

Diamond Dyes were advertised by an elegant book with a unique cover. The distributing was fairly well done, but the city was not well covered, many sections being overlooked by their agents.

Lion Coffee is being well advertised in our city by distributing and through dealers.

Almanacs advertising Dr. Morse's Indian Root Pills, issued by the W. H. Comstock Co., Morristown, N. Y., were simply thrown into the yards.

Little booklets, with a red cover, advertising the Oak Hill Sanitarium, Mt. Vernon, O., were poorly distributed.

Books advertising Mother Siegel's Shaker Remedies, issued by A. J. White, New York, were distributed throughout our city. Several times we noticed the distributing was very well done; then again we heard of the rankest kind of work.

It would appear that circular distribution is of two classes. That done by the people represented by *Up-to-Date* is always good and that done by anybody else is just as bad as it can be, or nearly so.

## ONCE BITTEN, TWICE SHY.

It is a mistake to suppose that women believe all they see in dry goods advertisements. They may believe it until they have paid car fare and taken the trouble to go down and investigate. If that investigation is unsatisfactory and the bargain does not come up to the glowing description in the newspaper, there's another woman who is going to speak in anything but complimentary terms of that store whenever she has the change.—*Dry Goods Economist.*

THIS ad to sell shirts should find its way into readers' bosoms.

### THE RIGHT TO A FIRM'S NAME.

A decision has been recently rendered in Philadelphia concerning the right to use, among other things, the name of an individual partner as part of the name of a firm after such partner has withdrawn therefrom. The suit was that of Edwin Chesterman and George M. Streeter, trading as I. B. Seeley & Co., against Isaac B. Seeley, who, when the firm was dissolved, sold his interest to the two plaintiffs. The latter claimed the exclusive right to use the same firm name as before, while the defendant engaged in the same business elsewhere, using these words in the transaction of the same: "1895—I. B. Seeley—1893."

The plaintiffs sought to stop this, and a referee decided in their favor. This decision is reversed by the court, which holds that the partnership having expired by the terms of the articles, the sale was merely for the distribution of the assets. If the firm name of I. B. Seeley & Co. had in 1882, at the formation of the partnership, been purchased for a consideration paid out of the funds of the firm, doubtless such a product of the firm's funds would have been firm assets. But such was not its origin. It was simply the name agreed on for a term, and with the end of the term it would expire unless renewed. On the whole case the plaintiffs have no equity, the bill is dismissed at the costs of the plaintiffs, without prejudice to their right to apply for relief after they shall have properly limited their use of the name of I. B. Seeley & Co. If they had come into court prepared to limit their use of the firm name of I. B. Seeley & Co., in such a way as to make it known, in any proper form, that they were its "successors," they would doubtless be entitled to protection against any acts of the defendant calculated to deprive them of the benefit of their purchase of the good-will.—*The Chicago Apparel Gazette, Jan. 5.*

### TRUE.

Advertising alone will not make the business a success; other things are equally important, and it is almost always the lack of a suitable basis that causes merchants to proclaim that advertising is not what it is said to be.—*Chicago Apparel Gazette.*

### HE CLIPPED.

"A penny for your thoughts," said the editor of the cheap evening paper as he clipped the best things out of the humorous weeklies.—*Puck.*

### OPTICIANS' ADVERTISING.

A writer in the *Jewelers' Weekly* suggests to opticians the use of adver-

### USEFUL FACTS ABOUT YOUR EYES!

By HARDWICK RUTH, Graduate Optician.

### Astigmatism

May be inherited or due to some severe attack of illness, when the front outer part of the eye loses its perfect round shape. An eye thus afflicted we may get an idea of by squeezing a hollow rubber ball between the fingers, when we see it loses its rounded shape and is flatter one way than the other. Just so is the eye misshapen on its surface, though the change cannot be seen with the naked eye. This causes headaches, pains and redness of the eyes, dimness of sight, trouble in reading; some people hold the head one-sided to see best, and others say they have never had a glass that suited them. This trouble can be remedied by close and accurate fitting of glasses by one who understands his business. I have successfully fitted many people, and keep a record of each one, so that new glasses can be made to order on notifying.

tisements that convey real information, and gives several as examples, one of which is here reproduced.

### HELD UP.

"Addage was held up yesterday in broad daylight."

"These foot-pads are—"

"A man got an ad out of him for the souvenir number of the *Fake*."



A PRETTY AD.

## CHAS. F. JONES' BIG SPLURGE.



New York people who read the Sunday *Herald* saw in its Christmas edition a feature which elicited comment. An advertisement in colors covered two pages, as well as the margin between them. It was an announcement of the great department store of the Siegel-Cooper Company, and was the largest advertisement printed in colors that ever appeared in any publication. Undoubtedly it branded the name of the concern on the minds of many people, especially such as are interested in advertising. How much the advertiser pays for such an announcement was often asked. PRINTERS' INK made inquiry and found that the price paid was \$5,000. The circulation of

was in excess of 400,000 copies. The cost to the Siegel-Cooper Company was only \$5,000, or one cent and a quarter for each copy. What appeared at first extravagant outlay, resolves itself into an advertising investment, cheap and excellent at the price. The ordinary reader is so apt to consider only the price, without reference to the distribution secured, that \$25 paid for 1,000 circulation appears cheaper than \$5,000 paid for 400,000, while in fact it is twice as dear. It is a knowledge of these things that marks the difference between the expert advertiser and the amateur, and makes it profitable for a beginner in advertising to consult some one who has made advertising the study of a lifetime.

## ADVERTISED THE BRIDAL PAIR.

"On my last trip home from New York," said Assistant General Passenger Agent F. W. Buskirk, of the Erie railroad, "I witnessed about the most diabolical trick perpetrated on a newly-wedded couple that I have ever seen in all my years of railroading, and I have witnessed a good many. I will not mention the town, but two of the leading society lights of it were married this day that I was on my way home. They were to take an Erie train for the West. At a station about 30 miles east of their town three young men boarded the train. Each carried a bunch of what appeared to be dodgers, and each went busily to work distributing them throughout the train. These circulars stated that at the next station a newly-wedded pair would board the train. The bride and groom were described in glowing terms, so that there might be no mistake in identifying them. Ladies were requested to kiss the bride when she should come on the train and to

congratulate her. Gentlemen were asked to take the groom into the smoker, and there try to impress upon him that he had made the mistake of his life. All were requested to put their heads out of the windows when the train should arrive at the next station and give three cheers for the couple.

"You should have seen how the passengers entered into the spirit of the thing! Every window on the station side of the train had a head sticking out of it when the train pulled up, and the cheers were given with a will. As soon as the bride entered the car a kindly old lady took her in her arms and kissed her and congratulated her. Behind her stood a line of ladies waiting their turn. Meantime the groom had been spirited away, and the male passengers were making him miserable in the smoker. After a time the couple got together and compared notes. Then they left the train at the next stop."—*Chicago Times-Herald*.

THE good underwear ad *drawers* the people.

## H. H. KOHLSAAT.

Hermann H. Kohlsaat, owner of the Chicago *Times-Herald* and Chicago *Evening Post*, is one of the remarkable men of the day. In the past few years he has forged rapidly to the front as a leader in journalism, politics and thought. He is now without question the dominating force in Chicago journalism, and the most influential leader of men and opinion in the West. He is only 43 years old, and has won his way in the world solely through his own ability and self-reliance and in the face of discouraging conditions. He was born March 22, 1853, near Albion, Edwards County, Ill., but his parents moved to Galena within a year. There the boy worked on a farm and attended the public school until he was 12 years of age, when his father moved to Chicago. His parents were poor, and when his father died it became necessary for young Kohlsaat to help his mother. Accordingly he found work as a carrier of the Chicago *Tribune*, delivering papers to subscribers on the North Side every morning at daylight, then going to the public school.

One wintry morning the slight little fellow reached home very much exhausted after his struggle with a big bundle of papers amid the snowdrifts and contrary wind. "Never mind, Hermann," said his mother encouragingly, "you will not have to carry the newspapers all your life."

"No, mother," replied the slip of a boy, "I intend to own a big newspaper of my own some day."

This ambition was real and earnest. The youngster had been in the press-room of the *Tribune* and seen the damp sheets rolling from the machine. He had noted the eagerness with which all sorts of people grabbed up the papers and perused them. The object lesson had stirred him deeply. He had caught a glimpse of the power over the minds of men, over communities and nations, that lies in the press. His ambition, thus stimulated, was never abandoned. It was his dream. More and better, it was his purpose, and with his indomitable will the way to gratify it was ultimately found.—*Walter Wellman, in Review of Reviews.*

## A FRAUDULENT "WORD CONTEST."

"Word contests," competitions wherein persons making the largest number of words from the letters in a given word or sentence receive prizes, appear to be popular to-day, and most of them are probably *bona fide*. That they can, however, be made instruments of fraud and deception by unreliable advertisers, is evidenced by the following interesting report of the postmaster-general on the methods of the Monon Seed Co.:

"The plan consisted in advertising prizes valued at from \$10 to \$100 to persons who forward the greatest number of words made up from the letters contained in the phrase 'Monon seeds grow.' Every competitor, however, was required to send from twelve to fifteen two-cent stamps for a sample package of seeds. After the receipt of the list of words, another letter was sent to the contestant commenting on the excellency of the list and announcing that three extra 'neighborhood prizes' were offered for the lucky three in that section whose lists were of a superior character. The prizes were gold watches, silver tea sets, etc., but in order to be eligible for this contest it was necessary to forward \$2.75, in return for which forty beautiful flowering bulbs would be sent the competitor. Being thus appar-

ently assured of a prize, the \$2.75 was as a rule remitted. Soon after this a third letter was sent announcing that the address had won the prize, which would be forwarded on receipt of \$1, for which value seeds would be sent. Of course, no prizes and but few seeds were ever received by the victims. Although in operation only about two months, this scheme netted its promoters about \$30,000, and after the fraud order was issued prohibiting the delivery of mail addressed to them, about \$12,000 was received at Chicago and returned to the senders.

## A CLOCK ON THE RIVER.

The Twentieth Century Advertising and Manufacturing Co., of this city, is now making preparations to throw a clock 150 feet in diameter on the Allegheny river between the Sixth and Seventh street bridges by means of a large stereopticon. The company proposes to place advertisements on the face of the clock, and Manager Morris E. Moses says the rippling of the waves will make no difference. The clock is the invention of John U. Barr, Jr., the son of one of the leading Pittsburgh architects, and it is patented in this country and in Europe, so that no infringement can be possible. Mr. Morris E. Moses, who is the manager of the company, was selected for the position last week, owing to his ability to push advertising schemes to the front in a rapid and conscientious manner. One of the clocks, which is 28 feet in diameter, can now be seen on the south wall of the Hotel Anderson.—*Pittsburg Leader.*

## ONE WAY TO GET AN AUTOGRAPH.

Persons desiring our autograph to paste in their albums can cut it off a subscription receipt. We are always ready to oblige our subscribers in this manner.—*Knoxville (Tenn.) Review.*

## WRITES PIECES FOR THE PAPER.



"Who would a-thought it? Here's John turned out to be a writer for the papers."

"Do tell!"

"Hit's a fact! Here's a paper what says he sells bacon cheaper an' cheaper an' they just can't beat him on flour, and his name signed to the whole piece."—*Atlanta Constitution.*

## IN TROY.

TROY, N. Y., Jan. 11, 1897.

*Editor of PRINTERS' INK:*

The A. M. Church Co., dry goods, have a display ad of an unusually effective character. Imagine rising from the middle of a pond what seems to be, as per cut, a miniature chapel. This reaches a height of no less than nine or ten feet, from the top of the



steeple to the pond, and can be, when thus displayed, seen to a great distance. As these are scattered all over the neighboring countryside, wherever it may be to best advantage, the result is startling. These signs have provoked an unusual amount of favorable comment.

J. W. SCHWARTZ.

## THE NUMBER OF ADVERTISEMENTS.

NEW YORK, Jan. 7, 1897.

*Editor of PRINTERS' INK:*

"The fewer advertisements that appear in a paper, the more those few are worth to the advertiser." —*From Printers' Ink, Jan. 6.*

I claim this statement is erroneous. The New York *World* or *Herald* are the best mediums for numerous kinds of business, and it cannot be denied that they carry larger quantities of the advertising of classes referred to than the other papers which are less remunerative. My personal experience has been with publications wherein the advertisers cater to mail order patronage, and while I have never seen any statistics, I know it is a matter of common belief among mail order advertisers that "the more the merrier" is a deniable axiom.

The advertising space in the *Cosmopolitan* was reduced about fifty per cent last month for various causes, yet I will wager that the advertisers get no better results than when that magazine carried double the quantity.

W. E. SKINNER.

## RESTAURANT POETRY.

NEW YORK, Jan. 7, 1897.

*Editor of PRINTERS' INK:*

I inclose a piece of restaurant advertising

## DO YOU EAT?

If you a first-class meal would eat  
In a restaurant that is clean and neat,  
Then the Palace Dining Room you should  
try—

Baird & Dietrich your every wish can gratify.  
At The Palace, 709 Walnut street, bear in  
mind,  
Delicacies of the season you can always find.  
Ladies and gentlemen especially should call,  
Best accommodations Baird & Dietrich have  
for all.

None with them in the city can compare  
Or show to you a more varied bill of fare.  
So while in Des Moines you chance to stay,  
To 709 Walnut street a visit pay.  
Finest service, and popular prices, too.  
Are the inducements Baird & Dietrich offer  
you.

poetry, which I clip from the *Des Moines Record*, of December 19th. JAS. MEANS.

## IN CHICAGO.

CHICAGO, Jan. 7, 1897.

*Editor of PRINTERS' INK:*

Vessels lying in the river here for the winter have signs and other advertisements nailed to their masts. Hand-bills and circulars having loops of string through them, by which they can be hung on door bells and knobs, are an innovation. An ad of Grace-land Cemetery appeared in the *Journal* recently. A department store which is tearing down a portion of its building advertises "Rebuilding Sales." The following ad of a tailor was suggested by the bank failures here: "Banks Bust—Brokers Bust—Business Men Bust—Our Clothes Never Bust." A publisher here advertises that his book will give "a continuous performance" of pleasure. Immediately following the suspension of the unsound banks, the other banks of this city advertised in the daily papers more extensively than ever. The *Post* has this standing notice on its financial page: "The *Evening Post* does not print the advertisements of bucket shops."

C. E. SEVERN.

## THEY HAD THEIR DAY.

CHICAGO, Jan. 6, 1897.

*Editor of PRINTERS' INK:*

There is one form of advertising that flourished about fifteen or twenty years ago, that has fallen into desuetude. In 1885, the firms in many lines of business that had no "picture cards" advertising their businesses were exceptions. To-day, the firms that have are the rarities. While the "picture card" habit lasted, it held complete sway and merchants vied with each other in distributing the cards, which, as a rule, had their ads on the backs. There were cards of all shapes and sizes; expensive cards and cheap ones; brightly colored cards and cards in black; funny ones and artistic ones, and creations in gilt and in silver. Some cards were in series and sets. Boys and girls would canvass the stores in the business section of the larger cities with their stereotyped: "Please, mister, give me a picture card." C. E. S.

PHOTOGRAPH advertising should be positive and well developed.

## TO INSURE ITS COMING.

Office of BINNEY & SMITH.  
Manufacturers, Exporters, Importers.  
Colors, Chemicals, Clays, Extracts, etc.  
257 Pearl Street.  
NEW YORK, Jan. 9, 1897.]

*Editor of PRINTERS' INK:*

Inclosed you will find check for \$10, which will pay our subscription to the end of the century. We would ask you to send us last week's PRINTERS' INK, as you have not sent it, doubtless due to our not having subscribed. Your paper got into our office like Sam Slick's wooden clocks—when he couldn't sell his clocks he left them in the farm houses, and when he came back to take his clock away, the farmer wouldn't part with it, preferring to purchase it, and so PRINTERS' INK has become a necessity in our office, hence our subscription so long in advance—to make sure we will get it. We are,

Very truly yours, BINNEY & SMITH.

## A SUGGESTION FROM THE WEST.

22½ Geary Street,  
SAN FRANCISCO, Cal., Jan. 6, 1897.]

*Editor of PRINTERS' INK:*

The editorial in your issue of December 16th, regarding the Schilling Tea advertising, suggests to me the idea that advertisement writers East and West might exchange samples of their own work and samples of other advertising coming under their notice. For instance, I have clipped all the Schilling ads for my own reference, and I would gladly exchange them with some Eastern adwriter who could send me what I could not get hold of, not having Eastern publications at my hand. The same idea would apply to circulars, booklets, etc., to the mutual advantage of all concerned. I would be pleased to hear from any adwriter who would reciprocate ideas and ads.

Yours truly, FREDERICK OWEN.

## CHICAGO CONCEPTION.

Miss Hogaboom (of Chicago)—And what profession is your brother in, Lord Shortcash?

Lord Shortcash—Oh, when Algernon leaves Oxford I fancy he will take orders.

Miss Hogaboom (surprised)—Yes? Well, there are some real nice gentlemen traveling for pal—*Cleveland Leader*.

## THEY WILL GROW AND PROSPER.

NEW YORK, Jan. 12, 1897.

*Editor of PRINTERS' INK:*

"So long as a cash consideration is obtained the public will have Lydia Pinkham, Woodbury and a few more familiar faces to smile upon them."—*American Medical Journalist*.

And why, prithee, should they not? These advertisers pay their money for space. Of course, their business interferes somewhat with that of the hidebound physician, but he will soon be a thing of the past, while they will continue to grow and prosper.

J. M.

## THE ADVERTISING CALENDAR.

With the exception of a few bought at a bookstore, and ornamented in various ways, most of our calendars are got gratis. Most of the productions in this line are the result of an effort to render public certain kinds of business, and by this ingenious device, bring it to our attention not one but every day of the year. Some of the pictures that ornament a large proportion of them are artistic and dainty enough to attract the eye, to look at even if the days of the month were not at that moment desired. But the eye, like the mind, will seldom focus itself on one thing to the exclusion of all others, and we see the surrounding embellishments of the calendar, even if in a less forcible degree.

Did you ever think of the difference between the average man and woman's use of a calendar? If a man accepts a calendar at all, he generally accepts the consequences with it (never thinking of cutting the advertisements off), and honestly looks at it when he wants to know the day of the month. But women often stealthily remove all trace of the advertisement, hang up the calendar ornamented with ribbons, and boldly look at it every day in the year, without the slightest feeling of wrong-doing.—*American Agriculturist, New York*.

## PUT THE SMALL END IN FIRST.

Don't try to sell heavy things—things involving great outlay. Seek out the little, catchy, useful things. Get a wedge of satisfaction started into the house with a three-cent fan, and the big end of it will carry in some silk dresses later on.—C. A. Bates.

Address.  
**AERMOTOR  
COMPANY.**

Chicago; San Fran-  
cisco, Cal.; Ft. Worth,  
San Antonio, Tex.; Lin-  
coln, Neb.; Kansas  
City, Saint Louis,  
Mo.; Sioux City,  
Dakota, Davenport,  
Ia.; Des Moines,  
Ia.; Minneapolis,  
Minn.; Toledo, O.;  
Milwaukee, Wis.;  
Peoria, Ill.; Detroit,  
Mich.; Buffalo, N.Y.;  
New York City;  
Boston, Mass.;  
Baltimore, Md.

**IF SILVER WINS** and if farm produce, labor and labor products double in price, then metals must also double in price, as they are 95% labor. If labor doubles in cost and the product of the mine doubles in cost, Aermotor, Pumps, Spiral Pipe, Fittings, Cylinders, Tanks and Substructures, being the product of the mine and labor, must also double in cost and price; therefore, your \$1 now will buy as much as 2 of the same dollars if silver wins, or if people think it will win, in favor of buying now. The advance may come in a month or in a week. Aermotor prices will not advance unless compelled by an advance in labor and material. Our prices on Brass Cylinders are 40% below anything ever quoted, and our other goods are as low as they can be produced, even with our splendid facilities. A general rush to cover future needs, while \$1 buys so much, may quickly exhaust our immense stock and compel the advance. Great saving can be assured and advance avoided.

**IF YOU BUY NOW**

THIS advertisement appears in the number of the Chicago *Dairy World* issued in January, over two months after the defeat of free silver.

## A BEARDSLEY POSTER.

Jim Smears he kept a painter's shop  
In a little country town,  
And worked for all the neighborhood  
For many miles around.

He used the door of his shop  
Whene'er a brush he had to clean,  
And soon it was a brilliant spot  
Of dashes crimson, blue and green.

Erstwhile there came a city man,  
Who bought that gaudy door,  
For which he paid but fifty cents  
And not a nickel more.

He took that gay door back to town,  
With its gorgeous hues in chunks,  
And sold it as a Beardsley  
For no less than a hundred plunks.

—*Publishers' Guide.*



## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

SPOKESMAN-REVIEWS,  
Spokane, Wash.

LARGE grocer requires specialties; mail order and otherwise. IRVINES, 1302 Polk, S.F., Cal.

SITUATION as bookkeeper or assistant; 7 yrs. with one firm. HAWKINS, Box 816, Xenia, O.

YOU want type and printing machinery. See ad No. 1 under "For Sale." Just what you want in eighteen cities.

WANTED—Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. W.M. JOHNSTON, 10 Spruce St., N.Y.

HALF-TONES free—Send for our proposition to papers that will help us extend our circulation. ADVERTISING WORLD, Columbus, O.

WANTED—Novelties and specialties to sell on com. Superior facilities for introducing. MURRAY & CO., 306 Continental Bldg., St. Louis.

WANTED—To trade quarter section good Illinois coal land for all or part interest in daily newspaper. Address HAMILTON, 305 6th St., Peoria, Ill.

SEND for sample copy and our offer of six telephone cuts and paper one year for \$1. Just the thing for booklets and circulars. ADVERTISING WORLD, Columbus, O.

CASH paid for original drawings, sketches, short stories, poems, illustrated jokes, etc., by high-class trade paper. For full particulars address "H. E. H.", care Printers Ink.

WE buy small patented novelties, books, pictures, etc., any kind, in job lots. Send samples and get our cash offer for the stock. DIXIANA MEDICINE CO., Sheffield, Ala.

WANTED—All money expended for advertising in the direction of the Hardware Trade. Save duplication of circulation. HARDWARE DEALERS' MAGAZINE, 271 Broadway, N.Y.

FREE to publishers—Send your address for our set of circulars on "Book, Souvenir and Special Editions; how to get them up; how to illustrate them; how to make them pay." HARPER ILLUSTRATING SYNDICATE, Columbus, O.

PROOFREADER disengaged. Has read on N.Y. City and provincial newspapers for years; is practiced book and job reader on scientific, technical work; educated; precise; references; regular habits; moderate wages. "BOB," Printers' Ink.

TO ADVERTISERS.  
I poster cover in two colors would make a startling change for the better in that old-fashioned booklet of yours, that the public hardly care to glance at now. My designs catch the eye. Sketch on approval. W. MOSELEY, 61 Hill St., Elgin, Ill.

MANUFACTURERS' broker. Desirable lines of dry goods, notions, cloaks, wrappers, waists, underwear—anything or everything in ladies' ready-made wear—wanted to handle on commission throughout West Virginia and Ohio. C. S. JACKSON, Manufacturers' Agent and Broker, Parkersburg, W. Va.

CHARLES AUSTIN BATES' CRITICISMS.—  
C is a 16-page monthly paper. The price \$1 a month. The first number out. Sample copies 10 cents. PRINTERS' INK readers know Mr. Bates and his work. They either want it or they don't. Argument is unnecessary. We want the subscriptions of those who think they cannot very well get along without the paper. Address HOLMES PUBLISHING CO., 15-17 Beekman St., N.Y.

M.R. BATES wants actual interviews with business men for publication in his new paper, Charles Austin Bates' Criticisms. The sender of every such interview will receive the paper for two years in payment for his services, and the sender of the best interview each month will receive a complimentary copy of Mr. Bates' handsome 700-page \$5 book—"Good Advertising." Address HOLMES PUBLISHING CO., 15-17 Beekman St., N.Y.

THE BATES-WHITMAN CO. wants an outside man. Within 18 months it has built a successful business with advertisers almost wholly by correspondence. It is now in correspondence with a large number of advertisers who ought to be seen at once—who want more and quicker information than can be given by letter. Exact information about our methods, plans, terms and facilities is generally all that is necessary to convince an advertiser that he is wise in intrusting his business to us. We want a man of brains and energy, who will be a credit to us in every way. We would like to have the best outside man in America and we are prepared to "make it interesting" to him. Write—don't call without appointment. THE BATES-WHITMAN CO. (Chas. Austin Bates, President), 132 Nassau St., N.Y.

## BILLPOSTING AND DISTRIBUTING.

HOWLAND ADVERTISING SIGN CO., Rome, N.Y. Roadside advertising a specialty.

## PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 16th St., N.Y. Press clippings for trade journals; all subjects; best facilities.

## ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, U.S. or Europe. Credit reports on firms anywhere. In U.S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTRIAL PRESS, Wash., D.C.

## ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

STEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KAHRIS, 240 E. 33d St., New York.

## ADVERTISING NOVELTIES.

RUBBER stamps. 25c. for a two-line sample (any wording) together with pad, postpaid—worth 75c. CLIMAX STAMP WORKS, Besigreen, Ala.

FOR the purpose of inviting announcements reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

## STREET CAR CARDS.

WHAT are you advertising in street cars? We'll submit sketches for better cards if you tell us what you want. THE ADVERTISERS' AGENCY, E. St. Elmo Lewis, Mgr., Penn Mutual Bldg., Phila.

OUR artists have done work for the H-O Co., S. H. & M. Skirt Binding, De Long Hook & Eye and hundreds of others. We can do your designing—we write them and print them too. Tell us what you want. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

## MAILING MACHINES.

THE Matchless Mailer—best, and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MACHINES and type for mailing can be bought best and cheapest from AM. TYPEFOUNDERS' CO. See addresses in ad No. 1, under "For Sale."

## SUPPLIES.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

EVERYTHING for the printer—best and cheapest. See ad No. 1 under "For Sale."

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

## PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for booklet.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 301-313 East 13th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

THIS figuring on printing is all wrong, especially when done by the ordinary business man, who has not had the training to make him an expert. As well get figures from half a dozen tailors on a suit of clothes. Get a catalogue to fit you. Trust your printer if he is a good one. "Catalogue Advertising" gives further particulars. TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., N. Y. (Factory, 301-313 East 13th St.)

SCRIBNER'S MAGAZINE, a model of fine printing, as every critic will say, is printed by the Trow Press, one of the largest printing and binding concerns in the U. S. A branch devoted to business catalogues, under the management of E. A. Wheatley, writer, designer, specialist in advertising and in business creating, is the Trow-Wheatley Catalogue Combination. The artistically perfect in illustrating, engraving and press-work, applied to the original and effective matter of the great advertising specialist. This is the catalogue that pays. "Catalogue Advertising" tells more about it. TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., N. Y. (Factory, 301-313 East 13th St.)

GIVE your printer credit for doing the best he can. Much depends upon his training. Fine printing is often a matter of temperament. The true art of printing can only be done in its perfection by one who knows what art is and by him whose facilities are equal to his ideals. Fine printing is good business. Pithiness and convincingness in descriptive matter make more business. Wheatley, writer and business creator, Trow, art print, make Trow-Wheatley Catalogue Combination, the most successful manufacturers of business-bringing catalogues. If you write "Catalogue Advertising," telling about it, will be sent free. TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., N. Y. (Factory, 301-313 East 13th St.)

THE perfection of printing can only be told by the expert printer. Terrapin is turtle to the masses. Yet those who educate the masses to good printing—to terrapin—are appreciated and make money in the long run. The Trow-Wheatley Catalogue Combination's specialty is to do fine work, and surely the terrapin of printing: to put good, common business into artistic catalogues and booklets; to do fine work exclusively; to print catalogues that will be kept by business men as a standard to judge other printing by, that will be read and believed by those they are designed to convince. "Catalogue Advertising" tells more. Write a letter for it. TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., N. Y. (Factory, 301-313 East 13th St.)

## WINDOW DRESSING.

TO prevent window steaming or frosting—valuable new discovery for \$1. Address WINDOW DRESSING DEPT., Am. Trade Press, Wash., D.C.

## ADDRESSES AND ADDRESSING.

NAMES, fresh and up to date, of taxpayers (farmers and stock-dealers), with post-office addresses, obtained direct from county clerks of the various States throughout the South, East and West. Will be sold or leased to sensible parties. Can furnish lists of South and West almost wire, and receiving fresh lists every week from different States. For further information address A. H. DRUMMOND, 117 East Canton St., Boston, Mass.

## FOR SALE.

TYPE—See ad No. 1.

QUALITY high, prices low. See ad No. 1.

\$1 BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—A first-class news and job office in Central N. Y. Address "S." Printers' Ink.

DAILY newspaper in Hudson River town for sale. "BARGAIN," 109 Eagle St., Albany, N. Y.

A D NO. 1—We sell more type and printers' machinery and supplies than all other concerns because our large purchases enable us to buy right and sell to the advantage of our customers. Why buy the second best when the best costs you no more! Buy outfit complete and save money and trouble. AMERICAN TYPEFOUNDERS' CO., Boston, 150 Congress; New York, Rose & Duane; Philadelphia, 66 Sansom; Baltimore, Frederick & Water; Buffalo, 83 Elliott; Pittsburg, 223 Third Ave.; Cleveland, St. Clair & Ontario; Cincinnati, 17 Longworth; Chicago, 141 Monroe; Milwaukee, 90 Huron; St. Louis, Fourth & Elm; Minneapolis, 24 First; Kansas City, Mo.; Delaware; Omaha, 1118 Howard; Denver, 1616 Blake; Portland, Second & Stark; San Francisco, 405 Sansome.

THE undersigned, having been appointed a committee by the Superior Court of Middlesex County on the 18th day of December, 1896, to sell the articles hereinafter mentioned under a foreclosure of a chattel mortgage brought to the Superior Court in said Middlesex County by the First National Bank of Portland, Conn., against E. F. Bigelow of said Portland, and E. H. Wilkins, trustee of the insolvent estate of E. F. Bigelow, hereby gives notice that he will sell, on the premises formerly occupied by said Bigelow at Portland, on the 21st day of January, 1897, at one o'clock in the afternoon, the following articles: 4 Platen Printing Presses; 1 Cranston Patent Improved Cylinder Printing Press, No. 1453 (bed 39x45), with air springs complete, with rollers and accessories; the interest of E. F. Bigelow in 1 No. 5 (29x43 bed) four-roller Optimus Printing Press, complete, with rollers and accessories, made by Babcock Printing Press Mfg. Co., New London, Conn., and lenses by them; 1 No. 3 (O) Campbell Point Feed Folding Machine, No. 1944; 1 Perforating Machine; 1 Acme Power Paper Cutter; 1 Wire Stitcher, Standing Press and Boards; Wood and Metal Type, except such as in separate unopened original parcels; Electrotypes and Printery Furniture; Brass Rules, Galleyes and Iron Chases; Composing Sticks and Tools; Engine and Boiler Shaffting, Belting, Pulleys and Hangers; Office Furniture and Fixtures, Safe, Cabinets, Stands, Cases and Files. I will sell at Middletown, Conn., on the 21st day of January, 1897, at 3 o'clock in the afternoon, on the premises formerly occupied by said Bigelow, at 103 Centre St., the following articles: 1 Cranston No. 3 Book and News Cylinder Press (bed 38x46); 1 Cranston News Printing Press (38x46), with air springs and attached to Folder; 1 Stonemetz Newspaper Folding Machine (38x46); Metal Type, except such as in separate unopened original parcels; Electrotypes and Printery Furniture; Brass Rules, Galleyes and Iron Chases, Composing Sticks and Tools; Electric Motor, Shaffting, Belting, Pulleys and Hangers; Office Furniture and Fixtures, Safe, Cabinets, Stands, Cases and Files. Purchasers (other than the plaintiff) must pay ten (10) per cent in cash at time of sale, and the remainder within forty-eight hours thereafter.

J. ALLEN BUTLER, Committee,  
Portland, Conn., Dec. 30, 1896.

## ADVERTISING MEDIA.

**40 WORDS**, 5 times, 35 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

**I** A COSTE'S List. Good papers in active cities. Rates low. 35 Park Row, New York.

**A DVERTISERS' GUIDE**, New Market, N. J. 5c. A line. Circ'n 3,000. Close 34th. Sample free.

**A NY** person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**T**HE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

## ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 16 Spruce St., New York.

**W**E place advertising for advertisers, and we save them money. We saved a man \$2,962 lately. Write us. THE ADVERTISERS' AGENCY, Y., Penn Mutual Bldg., Philadelphia.

**W**ILMINGTON ADVERTISING AGENCY, 508 Equitable Bldg., Wilmington, Del. Conduct a general advertising business. Street cars and programmes a specialty. Write us.

**W**E charge an advertiser a certain percentage of his appropriation for conducting his business. We do not act as solicitors for publications, then ask the advertiser to give his business into our hands. We have more to say about this phase of our business in our booklets. They are free. THE ADVERTISERS' AGENCY, E. St. Elmo Lewis, Mgr., Penn Mutual Bldg., Phila.

## ADVERTISEMENT CONSTRUCTORS.

**S**CARBORO, Brooklyn, N. Y.

**E**FFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

"**O**UR OWL" It's free. THE ADVERTISERS' AGENCY, Philadelphia.

**G**ILLAM & SHAUGHNESSY, Advertisers, 62 & 634 Temple Court, New York. Write.

**A**DVERTISING that you "hear from." THEODORE S. HOLBROOK, Tribune Bldg., N. Y.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Phila.

**U**Ntil Feb. 15 I will prepare 5 ads for any line (retail) for \$2. JED SCARBORO, Arbuckle Bldg., Brooklyn, N. Y.

**S**ENSIBLE drug ads and 5 lively cuts to match \$2 for \$2, cash with order. JED SCARBORO, Arbuckle Bldg., Brooklyn, N. Y.

**A**DS written and illustrated. Sample free till Jan. 27 on receipt of stamp. F. A. SCHNEIDER, Tompkinsville, N. Y.

**T**ROW-WHEATLEY CATALOGUE COMBINATION: high-grade business-bringing catalogues. Home Life Building, New York.

**T**HE only writer of exclusively medical and drug advertising. Advises or samples free. ULYSSES G. MANNING, South Bend, Ind.

**I**f you do, know or think of anything of interest to advertisers send it to Charles Austin Bates' Criticisms, 15-17 Beekman St., N. Y.

**C**ALL on manager of nearest branch AM. TYPEFOUNDERS' CO., addresses as per ad No. 1 under "For Sale," and get posted on type.

**F**OR \$5 I will write an 8-page booklet and furnish cut for cover. This offer is to bring new business. CHAR. A. WOOLFOLKE, 41 W. Main St., Louisville, Ky.

**M**Y little booklet, "How," tells what I do for the money you ought to pay me for advice. Ask for it. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**J**EWELERS! Send one dollar for five business-bringing ads that will catch the reader's eye at once. WILLIAM L. OSTROM, ad editor and writer, Olean, N. Y.

**F**OUR snappy outline cuts, \$1. Catalogue for a stamp. T. S. HOLBROOK, Tribune Bldg., N. Y.

**R**ISK booklets about your business, full of sensible originality and selling points. Let me fix up a few for you. Samples free if you are in earnest. J.D. SCARBORO, Arbuckle Bldg., Brooklyn, N. Y.

**A**LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. W.M. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

**W**RITE your own ads. Save money and get the best ideas. Our Clipping Dept. will send you the latest ads in your line of trade. Want particulars? ASBIO TRADE & INDUS. PRESS, Washington, D. C. Established 1887.

**W**e want an agent in every town to sell Charles Austin Bates' Criticisms and Mr. Bates' book, "Good Advertising." The commissions are liberal—the sale is pretty easy. Address HOLMES PUBLISHING CO., 15-17 Beekman St., New York.

**I**HAVE just made a small booklet which, for want of a better title, is identified in my office by the word "How." I am proud enough of it to wish every business man to have a copy. Ask for it. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

**I**F you want Mr. Bates' criticism on your circulation, ads, booklets, catalogues, plans—if you want him to solve your advertising problems and answer your vital business questions, submit them for consideration in his new paper, *Charles Austin Bates' Criticisms*. Address HOLMES PUBLISHING CO., 15-17 Beekman St., N. Y.

**T**HE best way to judge of an advertising specialist is to become acquainted with his every-day ideas and methods. Those who wish to "keep tab" on Mr. Bates can do no better than to subscribe for his new monthly paper, *Charles Austin Bates' Criticisms*. \$1 a year. Address HOLMES PUBLISHING CO., 15-17 Beekman St., New York.

**T**HE BATES-WHITMAN CO., 125 Nassau St., N. Y., is the only agency on earth that is prepared to take charge of all of your advertising. Its work is not confined to newspapers and magazines. Its distinct specialty is to make and execute successful publicity plans for manufacturers and jobbers. Refers to absolutely every client on its books. Every one is satisfied. Every one is getting results. Write.

**T**HE best booklets are mine. I have the samples to prove it. If you want your booklet to be really a credit to you, I want to talk with you. My work is the finished, polished, complete product. What you get from me is not experimental. When your booklet is my booklet you have the satisfaction of knowing that you have the best you can get. That's egotistical! All right, it's true—and that's the main point after all. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**D**URING the week ending January 9 we booked orders amounting to \$800. Of this sum, \$365 is for writing and illustrating a catalogue for one of the leading educational institutions of the United States; \$100 for designing a poster for a great national medical concern; \$100 for a series of trade paper advertisements for a firm of famous doctors. So far we have added to less than \$1000. The best and biggest advertiser in America is giving us work because we can suit them. We are not getting business through chance. There seems to be something about our work that "takes." (See our ad on page 26.) MOSES & HELM (C. Van Helm, Bert M. Moses), 111 Nassau St., New York.

**A**CERTAIN merchant, now a client of this agency, expended \$15,000 a year in advertising. Recently he gave his list to an old line agency to figure on. They offered to cover the list for \$10,421.98. We were then asked to figure. Our estimate was \$8,561.97, with a commission of 10 per cent on the net amount, additional, or \$856.19, making a total of \$11,818.86, representing a saving of \$1,600.88. Will it pay you to let me figure on your list? Apart from figures we have several unique methods of handling a client's advertising that our present patrons find of profit and satisfaction to them. Send for our "Inquiry Sheet." THE ADVERTISERS' AGENCY, E. St. Elmo Lewis, Mgr., Penn Mutual Bldg., Phila.



In England they have "busses," and with them most of the advertising is on the *outside*. Over here, the farthest we go on that line is in the use of advertising flags on the top of roof, of front and rear platforms of cars, and these generally advertisements of plays, ball games, etc.

It is as if we were afraid that such signs would only be read by people who were looking for something to amuse them, and that the commercial or buying instinct were to be found only in those who ride on the inside of the car.

And yet this outside sign system is a pretty good one, and commands a great deal of publicity not to be got on the inside of the car. Of course, our cars move faster than the English "busses," and perhaps on this account outside street car advertising may not give as good results as in England. Nevertheless, good, striking signs will without doubt bring business, because, if striking enough, they will at least be read as much as the billboards, etc., which catch our eyes in the fields as our train whizzes by.

The foregoing remarks were suggested by the rumor that KISSAM & Co. were figuring with one of the most important street car lines in the country for the *outside* privileges on all their cars. If true, this will be a new departure for America, and, perhaps, partly relieve the congested condition of space in the principal street cars.

Writing about England reminds one of London and the motor cars that they say are going to be run instead of the "busses," and one wonders whether these motor cars will have curved racks, inside and outside signs, and all the modern paraphernalia of such advertising.

Street car advertising is a great method of advertising, and to those who use it the most its possibilities seem to grow greater every day.

So far it has never been used, however, as a sole medium for reaching the great public on a scale which shall take in every street car running in the U. S. And again, the space taken has seldom or never been larger than double the standard card size at most.

Perhaps this last is due to the fact that street car space is so taken up that enterprise, like taking a full page in a magazine or daily paper, is practically impossible. However, with regard to thoroughly covering the entire country, it is said that the proprietors of Ridge's Food propose in the future to use street car space exclusively, and to test conclusively for themselves whether or not a great success may not be achieved in this way.

They certainly have a great deal in their favor. The article is one that will appeal to women, and women are great readers of street car cards. If they push their goods persistently, and use good cards, they ought to make a success of it.

In advertising there is a very difficult line to draw, and that is the line where advertising, however well done, ceases to bring in a profit and becomes an expense.

I take it that this line commences to show itself when the advertising done is so great that it reaches nearly everybody who can read or who has money to buy. A certain amount of reasoning will leave a man convinced or unconvinced, and if he is unconvinced at that time, no further reasoning will ever convince him.

When it has reached this point, arguments are thrown away, and this is where the line may be drawn, I think. When you have covered all possible

customers thoroughly, strongly, two or three times over, perhaps, with various methods of obtaining publicity, further iteration of your argument becomes a bore to him who is obstinately unconvinced, an expense to you.

An understanding of this fact leaves us to understand why it is that original advertising is so conspicuously successful, why the bright, striking, witty, forceful cards attract so much more attention, and make so much more business than the vapid, vulgar or uninteresting sort.

They strike the callous reader, made callous by a long course of advertising arguments fired at him from all quarters, they strike him in a new spot, unexpectedly, with an argument which he is not prepared to meet, and the consequence is that he succumbs.

It is evident that the line of demarcation between profitable and unprofitable advertising is much later reached by the advertiser who uses bright, original cards, and changes them frequently, than by him who tires his readers with old stock arguments, poor cards, and few changes.

One reason for the great success of the principal firm of street car advertising agents, GEO. KISSAM & CO., is undoubtedly that they take such pains to impress upon their customers the necessity of having good cards and of making frequent changes.

In this regard, to their credit be it said, they take the greatest pains to bring success to all their customers, and in this and many other ways make their customers' interests theirs, realizing that the blame of non-success is too often placed upon the agents' shoulders, and that their best claim for new business is the proof that they have brought success to so many.

So many competitions for advertisements have come and gone, it is somewhat surprising that so far no one has offered any grand prizes for the best street car card. Who will be the first to inaugurate this as a competition of itself? It ought to bring some fresh ideas into the field if the prizes are large enough.

The H-O Company are, so far as I recollect, the only people who have offered any prizes for street car cards, and the importance of this was swallowed up in the prizes which they offered at the same time for newspaper advertisements.

Illustrating street car cards is as

much of a specialty as writing them. The drawings have to be very strong and to the point. There must not be too many figures. Everything should be clear cut, and the idea it is intended to convey should stick out without any possibility of misunderstanding. If there is a pithiness in illustration it is wanted at its best in street car card illustrating.

The same applies also to the matter. One of the large general advertisers began to use the street cars a little while ago. To prepare a card he took a four-inch newspaper advertisement, and had his printer change it around to the shape of a street car card. It looked very good on his desk, but it wasn't successful. After a while he consulted with his agents, got a "writer" to cut it down to ten words, an artist to illustrate it pithily, and now he is making money, and understands a little better the requirements of street car advertising that is to be successful.

There are many so-called street car adwriters, designers and illustrators, but the good ones are very few and far between. Their work commands, and properly so, high prices.

Among the leading ones is Mr. Howard I. Ireland, of Philadelphia. His ideas are all good, and his artist, Mr. Brill, is a talented young man. Mr. Ireland has designed many of the best cards that are now being used in the street cars to-day, and he has utilized his knowledge of printing and colors by producing effects with less work than any other street car card producer.

To particularize Mr. Ireland's productions would require considerably more space than is allotted to this department. We will only mention his chameleon card, the one called "All Eyes," those of the New York *Journal* and the Kayser Finger-Tipped Glove. All of these show talent of the highest order, but undoubtedly the finest thing ever produced by Mr. Ireland, or by any one else, were the ten-color stipple lithographed cards of Fleisher's Yarn. These all illustrated old tapestry designs, and the cards themselves were very much sought after by people who saw them in the cars. In some cases the pictures were actually cut out of the racks, taken home and framed, as they were so beautiful. These cards cost the concern of Fleisher considerable, but they were very artistic.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**W** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars & hundred. No back numbers.

**W** For ten dollars, paid in advance, a receipt will be given covering paid subscription from date to January 1st, 1891.

**W** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

**W** Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

**W** If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and  
Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 108 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, JANUARY 20, 1897.

THE order of the age demands that the merchant make but a small profit on each individual sale. To make a respectable profit in the aggregate he must increase the number of his customers. To do this no better way than advertising exists.

EXPERIENCE has shown that where a publisher can be induced to make a detailed statement of his circulation day by day, or week by week, the chances are greatly in favor of his telling the truth. It is the publisher who dodges behind some indefinite general statement that the advertiser must look out for.

ADVERTISING is not literature; advertising is not literary work. The most skillful general writer may be a signal failure as a writer of advertisements. The reason for this lies in the fact that the best adwriting is done, not by the best literary man, but by the best business man. Advertising is a *business* in itself—the business of extending trade. Its literary feature is probably the least important.

How much can be judiciously spent for advertising depends largely on the possibilities of the business. If the field is such that the business can be increased indefinitely, the amount of money which can be judiciously paid for advertising is only limited by the ability to pay. Where the field is limited and only certain amounts of business can be developed anyway, the advertising appropriation should be governed accordingly.

THE better use an advertiser makes of his space, the less need he use to accomplish a given object.

PRINTERS' INK is always pleased to examine contributions that are really sprightly and interesting and that discuss some phase of advertising in an interesting manner. Short articles ranging from 250 to 800 words are preferred. Manuscripts are always examined within a short time after receipt, and payment is made upon acceptance. The "Little Schoolmaster" ventures to assert that no other publication in the world passes so promptly upon matter submitted.

CONSTANT repetition of an advertisement—keeping it running in the newspapers until it has become familiar to every newspaper reader—is a style that is not without merit. It has been used with good results by some of the best known and most successful advertisers in the world. But it is now generally admitted that frequent changes are calculated to produce better results. What proved successful a quarter of a century ago is not necessarily the best for to-day.

IT is characteristic of most of the great advertisers that they began in a small way and with small capital. By making sure of their ground from the very start they knew just where they stood and were prepared to develop their business later in the direction that circumstances indicated to be wisest. On the other hand, those advertisers that have spent their money with great prodigality at first have in many cases come to grief before going far. The builder who begins constructing his house at the top can hardly expect to proceed very far.

THE experiment tried by a Parisian society to elevate the French artistic taste by posting on the hoardings the masterpieces of Puvis de Chavannes has miscarried. Says a correspondent of the Chicago Post:

I am sorry to say that this public exhibition of the artist's work has led to undignified crayon additions in the way of balloon sleeves and even mustache adornments to the gentle Genevieve. The Public Moral Society is now making haste to pull all these drawings down, but perhaps it has suggested the lesson of the eternal fitness of things. Puvis' drawings are no more suited to billboards than Cheret's impossible red-lipped women or Willette's vicious black cats would be to the interior of the Pantheon.

THE first essential in advertising is to have something the public wants, or can be induced to think it wants.

SEVERAL years ago a certain druggist filled his window with nursing bottles, and put a sign in it which read: "Give the Little Suckers a Chance." The item was published in PRINTERS' INK at the time, and many of the druggists who read the Little Schoolmaster imitated it, and many hundreds must still be imitating it, for every week PRINTERS' INK receives a letter from some one of its many readers, stating that the druggist in that town has inaugurated such a wonderfully original scheme! Perhaps the general interest in the "little suckers" is responsible for the longevity and popularity of the idea.

THE Milwaukee *Sentinel* of December 27 contains, on the margin of the ninth page, an advertisement of the Flor de Irving Havana Cigars, five inches long. On the tenth and eleventh pages one column is split from top to bottom into two half columns, about an inch and a quarter wide. These narrow columns are full of one-inch advertisements of Milwaukee retailers. Advertisers who are devising ingenious methods to ride over newspaper publishers' rules will do well to arm themselves with sample copies of the Milwaukee *Sentinel*, because nothing influences a newspaper man like a precedent.

AN advertisement ought to bear on its face an indication of what class it is to which it is addressed. When it bears this indication it can be printed closely and in small type, and, in spite of this fact, will probably reach the people for whom it is intended. Thus, if an advertiser of a dyspepsia cure should buy a whole page in a newspaper and set his advertisement closely in agate, but have on top the words, in large display type, "Of Interest to Sufferers from Dyspepsia," every dyspeptic who sees it would probably read the advertisement, for it is a well-known fact that the sufferer from any disease is always interested in advertisements relating to that disease. If, however, the advertisement is closely set, and contains no indication on its face of the class to which it is addressed, the dyspeptic is likely to be as readily repelled by it as anybody else who reads it.

CREATING a demand is not half as profitable as discovering a demand that exists and, by advertising, showing people how to satisfy it.

ONE of the most important questions the advertiser should ask himself before embarking is, How much territory will the ready capital in hand justify me in covering at one time? It is never good policy to cover a large territory at once, unless the advertiser has sufficient capital to do it thoroughly. Frequently, however, he has an appropriation which, while it might be adequate to work effectively one or two, or perhaps half a dozen States, is wholly inadequate when spread over the entire Union, in that case giving to each State but a thin veneer of advertising, with little or no results. Another advantage in concentrating one's efforts on a single State, is that it costs less for the experiment, and is as good a test of the drawing power of the advertising as if it were spread over forty-four States. Where the capital of the advertiser is small, it is the only practicable method, for it enables him to work other States with the profits.

THE Hosterman Publishing Company, of Springfield, Ohio, announces a reduction in both the circulation and advertising rates of their monthly publications, *Farm News* and *Womankind*. At the same time, the flat rate, no discount for time or space, is adopted for both papers. The Hosterman Company has been in the habit of sending out every month large sample copy editions for the purpose of building up circulation, having gone on the theory that a good paper containing good premium offers, put in the hands of a thousand men and women who have never seen it before, will bring in a reasonable percentage of subscriptions. For six months or more the circulation department has been working along new lines, demonstrating that agents and direct advertising for subscribers are better circulation builders in the long run. The large amount of advertising the company has done in the past six months is telling in the circulation of the papers, and Mr. Hosterman expresses the belief that before the year closes the circulation of both *Farm News* and *Womankind* will exceed the old figures and every subscriber be paid in advance. His subscription books and mailing records are open to advertisers.

# NO QUESTION ABOUT IT

The advertiser who uses the lists of the Chicago Newspaper Union knows precisely what class of people he reaches.

There isn't the least bit of guesswork about it. Fact wholly takes the place of theory.

Advertising founded on fact is infinitely better than that based on theory. This is borne out by the uniform success of those men who have used and still use these lists.

Would you like to join this party of men who advertise where the best results are to be had?

We have catalogues and rates to send to those who will ask for them.

## Chicago Newspaper Union

10 Spruce Street, New York, N. Y.

87-93 S. Jefferson St., Chicago, Ill.

## ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

McKey's Owl Printing House of Corsicana, Tex., gets out a little booklet, which, though conventional, is neatly printed and is very apt to do just what it is intended to do—keep people in mind of the printer's existence and present them with the compliments of the season. The cover is printed solid in deep rose, with the words "Greetings, Christmas, New Year's," in three lines, printed in black inside of a crescent of gold. The second page is blank. The third page has "To You and Yours" printed directly in the middle of it. The fourth page contains the following matter, which, though trite, is convincing and well worded :

### "1896-1897."

*Dear Sir and Friend:*

In reviewing the work and business for the year just drawing to a close, I find that you have been a patron, or have been instrumental in making a patron of some friend, of my house, and through this medium I wish to express to you my appreciation of your patronage and influence extended me. A kind word (for me) from you to some friend, or perhaps your customer, will be appreciated.

Soliciting a continuance of your patronage during the coming year, I close, wishing you

The fifth page has "A Merry Christmas and a Happy and Prosperous New Year" neatly printed in the center; the sixth page has the name of the printing house, while the seventh and eighth are blank.

\* \*

The *Nelson County Observer*, of Lakota, N. D., publishes an ad of the North Dakota Mercantile Co. which you would have to take a microscope to find, though it is a column deep, and which, when once found, would make you smile if it didn't make you get mad. This ad doesn't stand out of the paper, because it is too long for its width and because it isn't displayed at all properly. There are lots of stores who successfully publish advertising in the single column length fashion—Philadelphia stores specially, such as Gimbel, Partridge & Richardson, Wanamaker—on off days—and others. But they use good black De

Vinne head-lines and solid type of a size considerably larger than the subject matter of the paper. They also get position next to reading matter. This makes their ads stand out from the body of the paper.

This North Dakota Mercantile Company's ad is placed among a lot of double-column ads. It has no headlines which stand out except the initials, "N. D. M. Co.," at the top and the name at the bottom. The scattered method in which the body of the ad is set up doesn't bring it out at all. Here's the matter :

Read this column that you may know where and when to buy, at right prices.

#### **READ ON.**

Our Christmas presents to our customers this year will be a reduction of prices on the Gold Coin Cooking and Heating Stoves.

Buy the \$29 stove which we are now selling for \$20—it is a beauty.

#### **READ ON.**

Only half dozen fur coats left. They go at half a dozen of the lowest prices such coats ever sold for.

#### **READ ON.**

Chenille curtains going fast, only eight or ten pairs left. Come quick if you want a bargain in curtains and spreads.

#### **MORE YET.**

We shine in dress goods and are just as bright in trimmings, but we dazzle the world with our prices on cook stoves.

#### **NOW DO STAY.**

Fresh bargains in children's cloaks and hoods, also a barrel of fresh cranberries.

#### **HOW IS YOUR MOTHER?**

Don't fail to see the new Savage Rifle, only hammerless rifle manufactured. We are sole agents.

#### **MORE YET.**

We handle only the best grade of rubber goods; we have a complete stock, and are acknowledged the cheapest place in town to buy.

#### **ONE MORE.**

See our complete stock of crockery and glassware—we lead Nelson County on prices.

### **OUR GOODS**

*ARE RELIABLE.*

### **OUR PRICE**

*IS RIGHT.*

**WE WANT TO SEE YOU ON BUSINESS.**

The wording in some parts of this ad isn't positively bad—it's only weak.

There is absolutely nothing in the headings, "Read On," "More Yet," "Now Do Stay," "One More," etc. They would simply irritate any person who had to read the ad. They'd deter anybody who didn't have to read the ad from so doing.

But there's one part of this ad that is positively bad—the part that is headed "How's Your Mother?" and then tells the reader about their New Savage Rifle. What is the connection? Are you supposed to get a shotgun at your mother? That's the only thing which can possibly be deduced from such a conjunction as that.

\*\*\*

Those ingenious and poetical photographers, E. P. and F. G. Taft, who hold forth at No. 18 Warren street, Glens Falls, N. Y., are at it again. Their muse is getting to be a little more rhythmic in her gait—that's one improvement. But in this last effusion they made an awful break. Here's the stanza :

Santa Claus is coming,  
Just give him right of way.  
His agents are in Warren street,  
Go visit them to-day.  
And get your picture on the spot,  
They'll make it fine—forget it not;  
Then all your friends on Xmas night,  
Will laugh when they behold the sight.

Just think of those last two lines. Just think of going to a photographer who will take such a picture of you that when you distribute it to your friends on Christmas night they "will laugh when they behold the sight." Now it is barely possible that the brothers Taft meant that your friends would be so tickled with getting such an extremely fine likeness of you that they'd laugh with joy. If this is what they meant to say, they haven't said it—not by a jugful. What they have said should kill the desire of every person who reads the ad to get their photos taken by the Tafts. People don't like to spend money on pictures which will be such caricatures of themselves that their friends will laugh at it. If the highly original poet who turns on this "advertising" doesn't cease such effusions there will be a lynching up Glens Falls' way.

\*\*\*

Some good cigar ads have come to hand that were written by the J. Felix Smith Tobacco Co., of 7th and Main streets, Richmond, Va. They have some good ideas in the way of cigar

selling, and, what is better, they put them clearly before the readers of the paper. Here's one idea that could be copied with profit by any cigar store in the United States :

### CIGARS STORED.

That's what we do—this way : Buy a box here, leave it and get a few whenever you want them—no bother to us.

Here's a point that recommends it—economy. Won't smoke half as many—try it. Against our interest to suggest it? Against our interest to please—accommodate—make our customers satisfied with their cigar purchases? Our growing business says NO.

This company makes a special effort for the "finicky" trade, as they call it. It is to be doubted whether any cigar store that is at all up to date isn't willing to cater to this kind of trade, because it's the kind of trade that pays best; but, anyway, the other stores don't tell this in their ads in the forcible manner that the J. Felix Smith Co. do.

### AFTER-DINNER SMOKERS.

Some say men who smoke cigars only after meals are more exacting than continual smokers—that they want always a special brand, flavor, strength cigar. Some stores don't want the bother of "finicky" trade—not so here. We want it. Our cigar variety makes it comparatively easy to please exacting trade. So, what you can't get elsewhere in cigars, come here for.

The Gato brand of cigar is one of the best cigars in its class.

### MR. CIGAR SMOKER:

As dealers in cigars we want to introduce ourselves to smokers who are hard to please—who want some particular brand—who have their likes and dislikes about cigars. We introduce ourselves on this recommendation: "Lowest prices for good goods."

We are live dealers—constantly on the alert for bargains—and our customers reap the benefit of our up-to-date enterprise. Here's an instance of the kind :

"MY IDEAL,"  
Key West Cigar, \$2.50 a Box.  
This is a special for this week only. "My Ideal" is a clear—Havana—Key West—Cigar of a choice aroma.

\*\*\*

D. H. Wise, a clothier and furnisher of Mt. Carmel, Ill., got out an exceedingly neat folder for the Christmas trade. Its neatness of appearance wasn't the only good thing that can be said about it. The talk was straightforward, sensible, to the point. There isn't any time lost in the whole folder, from the heading, "newest ideas for Christmas," to the signature. It was

labeled on the front cover "For men only," but was sent entirely to women to aid them in choosing presents for their male relatives and friends. The introductory talk is so good that we print it in its entirety:

#### WE TAKE IT FOR GRANTED

That you desire to make your friends happy with useful and appropriate Christmas gifts. Sometimes it's a little hard to decide just what to give. In the following pages you will find many suggestions that will help you decide the question.

Every article listed is absolutely correct in style and faultless in workmanship. We guarantee the prices quoted to be the lowest possible, consistent with the quality of the goods offered.

We would suggest that you make your selections early, as you will have the benefit of the greatest choice. We will care for your purchases until you wish them delivered. We will exchange any article that from any cause is not satisfactory.

We know the tastes of your father, brother, son or friends, in most cases, and generally the size of any garment worn by them. It's our business to know. We will give you the benefit of this knowledge.

\* \*

#### READY-MADE ADS.

I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

*For a Laundry.*

#### A Man of the World

is always connoisseur as to what constitutes the proprieties and necessities of a gentleman's wardrobe. The first thing he points out to the uninitiated is the fact that the linen of a well-bred man should be always clean, spotless and above reproach. Our patrons are all well-bred men, and that is why we retain their patronage. Our linen is always laundered perfect in every way.

*For an Optician.*

#### THE EYES FIRST

Demand our care. The accuracy of our eye measuring is well known. Although we make no charge for eye examination, we take time enough to ascertain each eye's requirements. The glass comes next—no ordinary lens, but the best to be had. We grind our own glasses, thereby assuring exactness.

The price is neither exorbitant, nor indicative of "cheap" goods. In fact, we can promise you the best treatment in every way.

*For a Furniture Store.*

#### Three Things,

##### Price, Quality, Assortment,

enter more largely into the act of buying than anything else. If the price is right, the quality good, assortment complete, buying is easy. That is what makes furniture buying easy at my store. I've got the stock, the prices, the quality, and can suit the wants of all in Furniture.

*For a Grocery Store.*

#### Are Your Biscuits

like your door knobs? Or are they tough and leathery and heavy enough to give an ostrich dyspepsia? Probably you are not to blame for it. It may be that you use a poor grade of flour. If you are tired of tough bread and hard biscuit, why not try Our Matchless. Every sack guaranteed to give the very finest satisfaction. We positively guarantee there is not a finer quality flour made. If you are paying \$1.40 to \$1.50 a sack for some other grocer's, best try Our Matchless at \$1.33 a sack.

*For a Custom Tailor.*

#### Show Us

#### The Man

who does not feel within his heart the strong appeal to wear a handsome, neat-fitting suit of clothes such as we are making for \$—. If there be such, send him to us, and a look at some of the nice suits we are making will change his mind. Your clothing education is faulty (notwithstanding our national school system) if you don't know you can get a nice pair of Pants made here for \$—, same goods you pay \$— for to the other fellow.

*For an Optician.*

#### Dull, Mysterious Headaches

—headaches you can't account for. Do you ever have them? In many cases they result from defective eyesight. Our properly adjusted Glasses will provide permanent relief.

Examination free.

Moderate prices for Glasses.

*For a Confectionery Store.*

#### A Fair Sample

of our candy was distributed this Christmas to hundreds of people. This candy was not selected for the holiday season—it's the kind we have all winter—and every pound you buy hereafter will be just as nice and fresh as that you bought Christmas.

Our stock has been replenished, and the assortment of all the popular brands is complete.

*For a Hardware Store.*

#### The Winter Season

promises less of the modern fickleness and more of the real old-fashioned kind of weather.

The kind where there'll be need of ruddy fires to withstand the "frost king's" frown. In line with this idea let us mention to you the name

**GLENWOOD.**

The word which means COMFORT, whether expressed in the perfection of a kitchen range or the kindly warmth of a parlor heater.



THE  
SAN  
FRANCISCO  
**CALL**  
SPEAKS  
FOR ALL

CHAS. M. SHORTRIDGE,  
Editor and Proprietor.

We do not claim the largest circulation in the State of California.

The truth of the matter is, we are not on friendly terms with the brothels and dives and disreputable roosts of the water-front gentry, nor do we cater to the appetites of that element of society which feeds on fakes and cannot be contented without sensationalism displayed in all its phases. That class and riff-raff of mortals will be accommodated elsewhere.

The San Francisco CALL appeals to the homes and firesides, the intelligent and honest minds of the working classes, and to the society generally which molds, builds, honors, supports and respects a clean, aggressive and fearless daily newspaper. It is an advertising medium of great worth and excellence. For advertising rates address

D. M. FOLTZ, Eastern Manager,  
34 Park Row, New York.

## THE BOOMING OF "MALTED MILK."

By John C. Graham.

A recent editorial paragraph in PRINTERS' INK voices the opinion that a food, or medicinal product intended for invalids, should have, if possible, the recommendation of physicians, otherwise it is not likely to have a large sale, however extensively advertised, and whatever its merits or price. That this opinion is an absolutely correct one many proprietors of such products will surely attest, but the writer knows personally of one instance which goes far to prove the truth of it. The facts relate to the "booming" of Malted Milk.

In 1887 and 1888 a Mr. George Lambert was engaged by the Horlick Food Company, of Racine, Wis., to call upon the physicians of New York and Brooklyn, with a view to introducing and explaining the nutritious properties of Malted Milk, then comparatively unknown in this vicinity. The Horlick Company wisely concluded that it was of no use advertising a product such as theirs without first acquainting the doctors with its merits. Physicians, as a rule, are very apt to frown on any proprietary article unless they are thoroughly familiar with its formula, and *know* it to possess merit enough to help them in the exercise of their calling.

Mr. Lambert, therefore, spent nearly two years in "interviewing" the medical men of the twin cities, making about six or eight calls daily, leaving a liberal supply of samples with each physician, explaining the formula to each (without which they would not have even examined the samples) and going minutely into the details of the ingredients, manufacture and nutritive qualities of Malted Milk. The result was what might have been expected. Ninety-five per cent of the medical faculty became friends of the Food, and recommended it wherever they thought it would do good, and that was in all cases where weak digestion was the trouble, and where any ordinary diet could not be taken.

All the local druggists were judiciously "stocked," ready for the demand that surely came, for the doctors finding the Food of genuine and peculiar merit, unhesitatingly recommended it to their patients, and consequently, before a line of advertising had been

used in the local papers, Malted Milk had secured a large local sale that steadily increased.

It probably cost the Horlick Company \$2,500 to do the work, but it was done well and thoroughly, and it paid in the long run. It is not at all likely that the same amount of money spent in newspaper and magazine advertising would have brought anything like as good returns, or have established such a permanent demand for the Food.

This is, therefore, one of those peculiar instances where judicious advertising can, at first, be done *silently*. The doctors themselves create the demand for the article by their recommendations, and that makes it easy and profitable to advertise afterwards, whereas we all know what up-hill and costly work it is to advertise profitably something for which there is no demand, because the article is not understood.

Mr. Lambert assured the writer that, timing his visit to suit the doctor's convenience, explaining fully everything that was necessary, answering all questions promptly and politely, he invariably experienced a good reception, and he characterized the physicians of New York and Brooklyn as a most urbane and courteous body of men, always glad to welcome anything of real merit that would help them in the practice of their profession, and honest enough to frankly recommend it in all cases where they thought it would be of value to the patient. His work required a thorough "talking" knowledge of his subject, but he was a good and convincing talker, with a fine presence, and doubtless a good investment for the Horlick Company.

### A MODERN EDITION.

The advertisement of to-day is a modern edition of the crier that merchants in former times were accustomed to send through the town or through the market place, announcing what they had to sell. If persons who responded to the call of the crier found that the goods were as represented, they would listen for him another time and go regularly to that merchant, but if they once found that his statement was false, the crier became from that time no better to them than a dumb man.—*Chicago Apparel Gazette*.

### THE EXTREMES.

The extremes of belief regarding advertising are to be found in those merchants who insist that advertising does not pay and those who seem to imagine that advertising is all there is to business. The first named are often the resultants from acting on the belief of the last named; they have advertised without a suitable basis, and the result has been that it did not pay them.—*Apparel Gazette*.

## NOTES.

THE manufacturers of Hub Gore say: "To err is human, and some shoe manufacturers are so human."

THE National Cycle Board of Trade, 271 Broadway, New York, offers prizes aggregating \$400 for designs for catalogues.

THE January 3d issue of the San Francisco (Cal.) *Chronicle* is full of facts for those who are interested in the industrial conditions and statistics of California.

THE Chicago house of Siegel, Cooper & Co. gave to each of seven hundred of its male employees a Christmas present in the shape of a policy for \$1,000 in the Mutual Life Insurance Co. of New York.

A BOOKLET just issued by the Hotel Manhattan, N. Y., is a dainty presentation of the advantages of the hotel. It is excellently printed and illustrated, and worth preserving as a piece of artistic advertising work.

THE New York *Penny Magazine*—which, by the way, costs two cents—distributes pieces of cardboard, on one side of which velvet is glued, the words, "The Penny Magazine" being printed on velvet. In a circular it is stated that the *Penny Magazine* is "on velvet."

An advertiser in the *Sunnyside*, a funeral journal published in New York, says: "A happy New Year to you—peace and goodwill to men. You all have our good-will and we also want you all to have our good castes. If you will use them we will certainly have your good-will."

THE *Spokesman-Review*, of Washington, sends out an engraved script invitation to advertisers as follows: "The pleasure of your company is earnestly requested in the advertising columns of the Daily, Sunday and Twice-A-Week editions of the *Spokesman-Review*, of Spokane, Washington, during the year 1897. R. S. V. P."

THE newspapers of Georgia are decrying that provision of the State constitution which forbids the expenditure of money by the State, to advertise her resources among home-seekers. The Macon *Telegraph* favors the creation of a State bureau of immigration, with a reasonable appropriation and competent management.—*Newspaperdom*.

ONE of the prettiest perpetual calendars (copyrighted) PRINTERS' INK has seen this season represents a pretty girl in bloomers on a bicycle. One wheel of the bicycle contains around its inner rim the names of the months of the year, while the other wheel contains numbers from one to thirty-one. Each wheel contains an indicator, by which the date can be set.

WM. DOXEY, a bookseller of San Francisco, has an original window dressing scheme. One of his windows, called the "Stevenson Show," contained various portraits of Stevenson, copies of several editions of his works, etc.; another, called the "Field Show," advertised the works of Eugene Field in the same way. Photographs of both of these collections appear in the *Book Buyer* for January.

THE Pabst Brewing Co., Milwaukee manufacturers of "Best Tonic," offer to give \$500 gold in prizes for the best plans, to be submitted by members of the retail drug trade, for preventing the cutting of retail prices on proprietary articles. At the next annual meeting of the Wholesale Druggists'

Association and of the Proprietors' Association they will present a plan combining the most practical features of all those submitted, and urge that it be put into operation. Competition closes January 25, 1897.

## ARRANGED BY STATES.

*Advertisements under this head no cents a line. Must be handed in one week in advance.*

## MISSOURI.

C OVERS the field—*St. Joseph HERALD*—8,000 d. 8,000 S., 9,000 w. LA COSTE, New York.

## NEW YORK.

## BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1896, Daily, 8,750; Weekly, 6,000. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

## TEXAS.

## GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous paper, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Mgr. Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

## WASHINGTON.

## SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

THE RUSTIC, Richland Center, Wis. Eng. and German. Covers the field. Clean and reliable.

## CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

### AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

### MOTOCYCLE.

MOTOCYCLE, 1655 Monadnock Block, Chicago.

**STAMPS FOR COLLECTIONS**—Send for lists. E. T. PARKER, Bethlehem, Pa.

### EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1886. Second circulation 6,500 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

**GUARANTEED CIRCULATIONS.**—The circulation of the following papers is guaranteed by the publishers of the AMERICAN NEWSPAPER DIRECTORY for 1896, who will PAY A REWARD OF \$100 in each and every case where it shall be proved that the paper was not entitled to the rating accorded.

### ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,370.

### KANSAS.

TOPEKA (Kan.) ENDEAVOR, not less than 2,500.

### MAINE.

O. C. ADVERTISER, Norway, Maine (local), 3,340.

### WE COLLECT BAD DEBTS.

We make collections in all parts of the United States. No membership fee. Send stamp for particulars. Attorneys wanted in every county seat. Advertising and newspaper claims a specialty.

### INDIANAPOLIS

Collecting and Reporting Agency,  
38-40 Journal Bldg., Indianapolis.

Linotype Metal, . . . \$4.00 per 100 lbs.

Stereotype Metal, . . . 4.00 "

Electrotype Metal, . . . 3.75 "

Guaranteed for Purity and Strength.

Small Samples Sent Free on request.

**THE STANDARD SMELTING WORKS,**  
Passaic, N. J.

**The Evening Journal,**  
JERSEY CITY, N. J.  
Average Daily Circulation for 1895,  
**14,362.**

Guaranteed by American Newspaper Directory.

### "FISHERS OF MEN"

The shrewd advertiser who drops his line to Jackson, Tenn.,

### WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants, without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash. The Whig is the key to the situation.

L. J. BROOKS, Prop'r, Jackson, Tenn.  
**H. D. LA COSTE,**

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

## From Ocean To Ocean



## The Union Gospel News

Finds Its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind.

Advertisers know its value. Published every Thursday. Write for rates.



Address

...The...  
**Union Gospel News,**  
Cleveland, Ohio.

"New England's Family Paper."

## The Portland Transcript

A high-grade, literary home-paper of established reputation and large circulation always pays advertisers well.

The Transcript is nearly sixty years old; it is the best known literary weekly in Eastern New England; and its circulation exceeds

### 23,000 Copies

No advertiser can reach the good people of Maine, New Hampshire and Eastern Massachusetts in the most economical and effective way without advertising in the Transcript. This is solid, substantial fact.

**TRANSCRIPT CO.**  
Portland, Maine.



## Hit Hard!

Good advertising has backbone to it. It is full of energy, earnestness and emphasis. It strikes out straight from the shoulder, and "when it hits, it hurts."

We mean by this that good advertising is effective. It does what it is intended to do. It gets attention and brings business.

We write and illustrate everything that comes under the head of good advertising—Catalogues, Booklets, Circulars, Posters, Newspaper, Magazine and Trade Paper Ads.

Now is a mighty good time to begin to hit hard, and we can help put force into your blow.

We've been doing a little hard hitting for ourselves lately. See our advertisement in Ad Constructors' column, page 23.

**MOSES & HELM,**  
111 Nassau Street, • NEW YORK.

## Only Ten Days

in which to vote. Remember no vote will be registered which is received on or after February 1<sup>st</sup>.

One of that new type of presses the .

### CENTURY PONY



awaits the decree of the printers and publishers of this country as to who shall be its owner and win the title of Printer Laureate.

Don't lose sight of the fact that your office will not be an ideal one until it is equipped with a **New Model Web.**

### Campbell Printing Press & Mfg. Co.

6 Madison Ave., New York  
334 Dearborn St., Chicago

10 Cents a Copy. \$1.00 a Year.

## GODEY'S MAGAZINE.

January number is on sale at every first-class news-stand in the United States and Canada. Do not miss this issue. It is a special **Holiday Number** of great beauty.

The prospectus for 1897 shows a perfect feast of good things for the coming year.

"GODEY's stands in the front rank of the cheaper magazines, and is always clean, pure and worthy to be taken into the family circle."—*Commercial Buffalo*.

Guaranteed circulation for 1896,  
**one million copies.**

Send for rate card.

**THE GODEY COMPANY,**  
52 Lafayette Place, New York.

Send for sample copies of  
all the Albany, N. Y., papers.  
Compare them and you will  
readily see why

## THE ARGUS

leads all others in circulation.  
It is one of the largest newspapers, and concededly the best newspaper published between New York and Chicago.

Daily, Sunday and Semi-weekly.

Send for rates and sample copies.

**THE ARGUS COMPANY**

## EVENING EXPRESS.

TUESDAY, JANUARY 5, 1897.

The Express has a larger circulation than any other daily in Maine, and is published every day (Sundays excepted) by

EVENING EXPRESS PUBLISHING COMPANY

Office, 13 Monument Sq., Portland, Me.

A. W. LAUGHLIN, Business Manager and Treas.  
Address all business communications to the Business Manager.

Advertisers have been greatly benefited in the past by the offer of George P. Rowell & Co. to pay \$100 for proof of the falsity of the average circulation of any paper has shown by a detailed statement from the publisher and as printed in Rowell's directory. This money has been put up by the Rowell concern for the purpose of getting accurate returns, and, to make it unpleasant for any publisher who was so unscrupulous as to give false information, it was made the custom to classify all papers on whose account the money had to be paid, and to say that once its publishers had issued a false statement. This classification once made has never been changed and advertisers who were looking for honest men and papers naturally sought shy of those who got into this list. But it has resulted in great confidence being felt everywhere in Rowell's figures, and therefore papers which have told the truth about their circulation have shared the benefits which have come to the advertisers.

The payment of this money has not been of any use to the Rowells, however, except in the value which the trustworthiness of the figures has added to their book, and it has been proposed by them that the offer which has been standing so long, be not renewed. Newspaper men cannot blame the Rowells for this wish to avoid the danger of being called upon to pay money from which no benefit can accrue to them, but it would be a distinct loss to the newspapers and to the advertisers if this offer should be withdrawn. It has been suggested that the newspapers which furnish the figures for which Rowell calls should guarantee him against loss if the offer is kept standing. The Express believes that it will be of sufficient advantage to the papers to do this, and it is willing to be one of a sufficient number to stand between Rowell and publishers who make false returns. This will be practically a combination of the papers, through Rowell, to guarantee the circulation figures given in his directory.



"What you see with your eyes you believe in your heart."

THE leading merchants of Grand Rapids and the leading foreign advertisers use a steady supply of

## The Democrat's

advertising space.

It is the kind of investment that is productive of good returns.

They believe in the result-pulling powers of this paper.

It is the leading family newspaper in Michigan (outside Detroit).



EVERYWHERE  
**The Anaconda Standard**

is recognized as the leading Daily of the Central Northwest and the only newspaper in Montana that is strictly ~~XXXXXX~~

**A STATE PAPER.**

**12 Pages Daily.      16 Pages Sunday.**

★ ★ ★ SEND FOR SAMPLE COPY. ★ ★ ★

E. KATZ, Eastern Agent,  
 230 to 234 Temple Court,      NEW YORK CITY.

**A New Chap-Book.**

**ANNOUNCEMENT.**

WITH the issue of January 15th, the CHAP-BOOK will take what is probably the most significant step in its career. The publishers, Messrs. Herbert S. Stone & Company, have determined to enlarge the magazine to the size of the English weekly reviews, and to begin at once the publication of criticisms of important new books. The restriction of size has hitherto made the CHAP-BOOK's mention of contemporary books necessarily occasional, cursory and inadequate. In its new form it will have ample space for reviews which shall keep the reader informed of all the considerable publications in history, travel and belles-lettres.

In addition to this, the CHAP-BOOK will continue to print stories, poems and essays as before. The department of "Notes" will be continued and enlarged, and will appear at the front of each issue. The illustrations are to be limited to portraits, pictures of literary interest and purely decorative designs.

It is believed that there is still a field in this country for a review which shall give carefully selected original matter, and, in addition, to the best of its ability, subject contemporary writing to the highest literary standards. The CHAP-BOOK's endeavor is to be at once sane and entertaining. It wishes to invite criticism as a literary and critical journal of the first rank. With its list of contributors, it has long since ceased to desire comparison with the numerous obvious imitations of it—the so-called miniature magazines. These papers had, indeed, before the majority of them died, succeeded in destroying any charm which the small size originally had.

With the prospective changes, the CHAP-BOOK hopes to offer all it has formerly given the public, and much more. The price remains unchanged (\$2.00), although the amount of material in its pages will be increased twofold.

**The Chap-Book, January 15th.**  
 Published by HERBERT S. STONE & CO., Chicago.



## Looking Over

Apparently insurmountable obstacles is one way to overcome them and see your way clear. You can make it equally clear to business prosperity by a card (16 x 24) or a poster (30 x 52) on the

**BROOKLYN "L"** 

Write us for folder.

---

**GEO. KISSAM & CO.**

253 Broadway, N. Y.

35 Sands St., Brooklyn.

# Would You? • •

WOULD YOU ADD ANOTHER PAPER TO YOUR LIST THIS YEAR, IF YOU WERE SURE OF GOOD RESULTS? • • • • •

• • •

# Do You? • •

DO YOU ~~not~~ KNOW THAT **Farm and Home**, WITH ITS 250,000 BONA FIDE CIRCULATION, IS A PAYING MEDIUM, AND THAT THE PAPER REACHES MORE THAN A 1,000,000 READERS EVERY ISSUE? • • • •

• • •

# Can You? • •

CAN YOU BE SO BLIND TO YOUR OWN INTEREST, AS NOT TO INVESTIGATE THIS GREAT SEMI-MONTHLY? • • • •

• • •

**THE RATES** ARE ONLY ABOUT ONE-HALF CENT PER THOUSAND CIRCULATION. A TRIAL WILL CONVINCE YOU OF ITS PAYING QUALITIES. • • • • • • • • • •



**The Phelps Publishing Co.,**

SPRINGFIELD, MASS.  
27 Worthington St.

CHICAGO, ILLINOIS.  
204 Dearborn St.



# THERE IS NO QUESTION

AS TO  
WHICH IS  
CHICAGO'S

## FAVORITE AFTERNOON PAPER.

IT IS —————

# THE CHICAGO DISPATCH

BY —————  
JOSEPH R. DUNLOP.

IN 40 DAYS ITS CIRCULATION INCREASED FROM  
67,000 TO

## OVER 196,000 COPIES DAILY

DOESN'T THAT  
TELL THE STORY?

IT IS READ BY THE MASSES IN AND ABOUT CHICAGO.

EASTERN OFFICE:  
517 Temple Court,  
New York.

HOME OFFICE:  
**115-117 Fifth Avenue,**  
**CHICAGO.**

## When Times Are Hard

Newspapers do not enlarge their plants unless they are forced to.

# THE St. Louis Star

HAS BOUGHT

 TWO MAMMOTH PRESSES  
WITHIN A YEAR,

to keep pace with its growing circulation.

*Daily, - 65,000*  
*Sunday, 68,000*

---

Only Republican Paper in Republican St. Louis.

---

FOR RATES,

See EIKER,  
148 Tribune Building, - - - New York.

# NOT ON ME THIS TIME

Office of "THE LOWELL DAILY SUN."}

LOWELL, Mass., Dec. 16, 1886.

DEAR SIR.—We enclose a few sheets printed in your copying ink, which our customer claims does not copy satisfactorily. We have tried it ourselves, and find that it requires considerable moisture and extra pressure to make the slightest copy, and even then it is not very distinct. The expense of printing this job is \$8, and the job has been returned to us to be done over. As we bought the ink for copying ink, and it is not satisfactory, we think you should stand at least half the expense of reprinting the job.

You may send us 4 quarter-pound cans of your best purple copying ink, if it is any better than the last, and also let us know what you propose doing for us in this matter. Yours respectfully,

JOHN H. HARRINGTON, per Reldy.

*Publisher Sun, Lowell, Mass.*

DEAR SIR.—Yours of the 16th is at hand. The last time you bought copying ink from me was in August, 1886, and it was later than that I have no record of it. I cannot stand half the loss, as I feel that the fault does not rest on me entirely. The ink was bought 17 months ago, and your man may have reduced it for all I know. How can I prove otherwise? Respectfully,

P. I. JONSON.

Office of "THE LOWELL DAILY SUN."}

LOWELL, Mass., Dec. 22, 1886.

DEAR SIR.—Your letter of the 16th inst. is at hand and contents noted. It is true that we bought the ink in August, 1886, but we did not open the can until a few weeks ago, when we started on this job. We never had occasion to reduce any of your inks, and never before found any fault with them. The mauve copying ink, which you sold us worked admirably, but our customer insisted on purple, and we supposed that the purple would work as well as the other. We know you are not legally bound to stand half the loss, but we think morally you should. We return the can to show you that the ink was not reduced.

If you feel disposed to make up part of our loss, we will accept some ink in payment thereof. You might send us the following: 2 quarter-pound cans purple copying ink, 5 pounds of bronze blue and the balance of Munsey's red. Yours respectfully,

JOHN H. HARRINGTON, per Reldy.

*Publisher Sun, Lowell, Mass.*

DEAR SIR.—Yours of 2d is at hand. I cannot afford to stand any of your loss, as the ink should not stand eighteen months without using. Send along the money for the ink you ordered. Respectfully,

PRINTERS' INK JONSON.

*Mr. P. I. Jonson, New York, N. Y.*

DEAR SIR.—Inclosed please find check for \$5, for which please send us 1 quarter-pound can of purple copying ink, 1 five-pound can of bronze blue and the balance in Munsey's red. Yours respectfully,

JOHN H. HARRINGTON, per Reldy.

*Publisher Daily Sun, Lowell, Mass.*

DEAR SIR.—Yours of the 26th came to hand. I sent you half-pound can of purple copying ink, two three-pound cans of bronze blue and five quarter-pound cans of Munsey's bronze red. This makes the amount of your remittance. The can of purple copying ink which you returned never belonged to me, and was never sent from my office. It was made by Geo. H. Morrill & Co., 116 Congress St., Boston, Mass. Respectfully,

PRINTERS' INK JONSON.

NEW YORK, Dec. 23, 1886.

LOWELL, Mass., Dec. 23, 1886.

I have not heard a word from the Lowell (Mass.) *Sun* since my letter of December 30th. The mauve copying ink mentioned in their letter of December 22d, which worked admirably, was my regular purple copying ink, and cost only one-fifth (25 cents) of the price charged by Morrill & Co. Mr. Morrill's can was labeled, quarter-pound can purple copying ink at \$5 a pound. I sell the finest job inks ever produced, put up in quarter-pound cans, for 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a quarter-pound can. My news ink is the best in the world and is sold at 6 cents a pound in 25-pound kegs and at 4 cents a pound in 500-pound barrels, but the cash must accompany the order. Send for my price list. Address

**PRINTERS' INK JONSON,**

8 Spruce Street, New York.

The New York Evening Post seems to have a stronger hold upon its advertisers now than ever before. It gets its rates every time, is less yielding in the matter of special positions than any other New York daily; but, nevertheless, it holds its advertising better than most, and as well as any.



Extract from "How Many Copies,"  
by George P. Rowell, Printers' Ink.  
The national authority on advertising.

PAPERS THAT PLEASE, PAY.

## Your Money's Worth.

In flush times, like those we will have after that extra session of Congress, advertisers get better results than they do in dull times, and advertising space is worth more money. We can't conscientiously call these flush times, so we have revised our rates to suit the times. We want you to get the full worth of your money for every cent you spend in

## *Farm News and Womankind*

With rates lower, the papers better and results surer than ever before, advertisers will find our two monthlies money-makers and business-builders not equaled by any papers of their class. They reach a most desirable class of readers, and they have the confidence and respect of every reader. Let us send you sample copies and rates.

## The Hosterman Publishing Co.

SPRINGFIELD, OHIO.

1227 American Tract Society Bldg., 50 Hampshire Block,  
New York City. Chicago, Ill.

Subscription Books and Mailing Records Open to Advertisers at All Times.



# The Houston Post

In its Twelfth Year.

Up to date in all departments.

Only paper in Texas owning a plant of Mergenthaler Linotype Machines.

Owns and operates a Goss Three-Decker Press.  
Takes full-leased wire Associated Press Report.  
Member American Newspaper Publishers' Association.

Its editorial columns are a recognized power in the State.

A sworn circulation which shows an increase every year regardless of hard times, etc.

One rate to all.

Texas people will read your "ad" in the POST.  
Get rates from



469 The Rookery,  
Chicago.

48 Tribune Building,  
New York.

# Our New York

Lines of Street Cars  
are as follows:

First and Second Avenue,

Broadway and Astor Place,

Broadway and Worth Street,

Eighth Street Crosstown,

Fourteenth Street Blue Line,

From East Twenty-third Street Ferry to  
Christopher Street Ferry,

Fourteenth Street Red Line,

Fourteenth Street Yellow Line,

Eighty-sixth Street Crosstown,

Bartow & City Island.

Not many, but look at the way cards  
are displayed and the **representative ad-**  
**vertisers** who appear only in these lines.  
They know Street Car Advertising

**OF THE KIND THAT PAYS.**

**GEORGE KISSAM & CO.**

253 Broadway, New York.

# How Advertisers Make Money.

It is the practice nowadays to pay very much more attention to the details of advertising than was thought requisite formerly. The man who appeals to the public to-day must in the first place have something to sell that the people want; next he must tell his story in such a way that people who read it will become convinced of the value of the thing he offers them; then he must cause his story to be printed in the papers where it will be most likely to be seen by the largest number of the sort of people most likely to want the thing he has to sell. He must secure for his story such a place in the paper as will make it probable that it will not fail to be seen by all the readers of the paper; and finally, in order to make sure of all points, he must have his advertisement so constructed, so set up, so illustrated that whoever takes the paper in hand in which the advertisement appears cannot fail to see the advertisement and to read it, to be impressed with it, and to go to him and buy the article which he advertises to sell. To accomplish all that is here set down requires knowledge, judgment and experience. This knowledge, this judgment, this experience is what we have to offer. Advertisers who wish to do advertising that will bring them greater results at smallest cost should communicate with

*The Geo. P. Rowell Advertising Co.*

10 Spruce Street, New York.